

98, Wow, Michugan      ADD 10c ON ALL  
ORDERS UNDER \$1.00



# MAD MUMBLINGS



We'd like to start the column off with an announcement we are pleased to make. A collection of the best stories from MAD has been printed and bound in a Pocket-Book edition by the Ballantine Book publishers. Copies are available for 35c at your magazine-stands and book-shops. -ed.

Dear Editor:

I enjoyed reading issue #17 of MAD, but it gave me a terrible headache because some dope put the cover on upside-down and I had to stand on my head to read the book. I didn't want anybody to think I was reading the book with the cover upside-down. -Flat Top-(No Address)

...What are the addresses of the bee-utiful candidates for Miss Potgold of 1955? I like the one with the pony-tail. -Tommy Anvill-Brookline, Mass.

...My vote (gasp) my vote is (ugh) Miss Bontney Flent. -Rich-(No Address)

...Enclosed you will find my ballot for the Miss Potgold '55 contest with one slightly aged bung; also, one genuine shark's tooth from Florida; and one sample of radio-active pitchblende from Canada. The shark's tooth is guaranteed to prevent paint-pots from falling on your head when you pass under a ladder. With one of these in your pocket, the painter will fall on your head. -Barry Roth-Mt. Kisco, N. Y.

...The returns are in from that Miss Potgold contest and George has won, hands down. However, the contest has been invalidated since most of you dirty cheapskate bums didn't send along your bungs from kegs of Potgold beer. -ed.

...I couldn't enclose the bung from the keg of Potgold beer because I don't have the money, there isn't any sold where we live, but mainly I don't drink beer. -Stuart Glass-(No Address)

...I liked the Potgold feature. I thought that the candidates took sheer genius to draw. -Brian Daly-Bronx, N. Y.

...I just had to write and tell you how much I enjoyed Basil's (Miss Potgold) story. -George Ball-Woonsocket, R. I.

...We know that lampoon material is dwindling rapidly, but that is no excuse for those (echhhh) 6 pages of tripe by Basil Wolverton in #17. Leave the pages blank and we can doodle on them. -Al Heumann-Upper Darby, Penn.

...The girls you drew as the future Miss Potgold were disgusting and sickening. I also think you should leave the beer out of the comic-books. There is entirely too much beer being advertised now where kids can see it without it being in the comic-books. Now I know why they are banning some of the comic-books. - (Anonymous)

...In reading issue #17, I liked very much the Potgold feature. I think that you really showed what beer is. Keep up the good work. - (Anonymous)

...One item that you forgot in Julius Caesar is practiced by almost every comic-book publisher including yours! This is, the practice of putting exclamation points after every sentence! -Peter Graham-Fairfax, Cal.

...We of SPACMWP (Society for Prevention of Abuse, Cruelty, and Misuse of the Word Potrzebie) were horrified when we read the letter of Mr. Moss, Pres. of SPAMWF (Society for Prevention and Misuse of the Word Furshlug-giner), in which he came right out and insulted the word Potrzebie. Such thoughtlessness and insolence cannot go on unnoticed. We thought it was bad enough the way you were mutilating the true meaning of the word in your stories. We wish you would stop. Also, we demand an apology from Mr. Moss. -T. R. Lee (pres. SPACMWP)-Waukesha, Wis.

...You can't imagine how shocked we at SPAMWP (Society for the Prevention and of Abuse and Misuse of the Word Potrzebie) were when we read the letter from that Burl Moss person. -Robert Jolly (pres. SPAMWP)-San Antonio, Tex.

...We think that this is a very uncouth accusation and from now on, we of APMUWP (Association for Prevention and Misinterpretation and Use of the Word Potrzebie.) will have nothing to do whatsoever with their silly word. -James Cromwell (pres. APMUWP)-Rush, Tex.

...We of the SFWP (Society for the Furtherment of the Word Potrzebie) demand an apology. -Philip Winterson (pres. SFWP)-Winchester, Mass.

...I was amazed at the blast you took at Joe McCarthy and Roy Cohn in MAD #17. It seems like you guys should leave your hands off politics in your mags. Communism is no joke!... and neither are the men who fight it. You can't stay in business writing stuff like that. -Nelson Lyon-Parsippany, N. J.

...MAD analysed: *Psychologically*-A release of socially induced inhibitions through hyperbolie portrayal of the conventional aspects in the inhibitory agents; *Egoistically*-A mechanism for personal (editors) and general (readers) exultation by ludicrous grasping of the universal components which comprise existence; *Historically*-An inevitable reaction to the current evolution of human understanding where traditions, prejudices, systems, cultures and technology have been extended to unprecedented planes of specific intricacy but total incongruity; - *Medicinally*-An ingenious consideration of the world's prognosis and superb panacea for the condition; *Metaphysically*-A bold and expansive effort at comprehending in the most possible omniscience and frequently *sub specie aeternitatis*; *Pecuniously*-A diabolically clever method of obtaining a speedy shekel (fast buck). -Ernest Sherman-(Negative Residential Indication)

...Wallah! What a magazine! The stories within these covers would have pleased the Commander of the Faithful himself. Has it not been truly written... There is no MAD but MAD, and Melvin is its Prophet. Salaam, Sidi Effendi, and by the Ninety and Nine Names of Potrzebie, give us more. -Sheik el John el Gaboury-(No Address)

...I think your mag is swell for squashing spiders. -B. L. D. -Blythe, Cal.

...I thought you'd be interested in knowing that your comic is more popular than igisher, ehougha, and many more. -Peggy Dart-San Diego, Cal.

...What kind of idiot is so touchy that he will mistake the Mona Lisa for the Madonna or shout "Prejudice!" when you satirize an already satirized Chinese (Mad Mumbblings, Issue #17)? MAD is by far the most intelligent and mature comic on the market, besides the generally wittiest. From the start, you have cleverly pointed out the stupidities, the idiocies, the hypocracies of life today. You are the only comic that has dared to be subtle... to assume intelligence on the part of the reader. Your wide adult circulation has proven a point: that it is possible to be funny while you advance a worthwhile message. I think I speak for most readers when I say, keep it up. You haven't been stepping on any toes that don't need it. -Ted Nelson-New York, N. Y.

...I have read plenty of comic-books, and most of them are real childish. At least you have hit on a book that grown-ups can get a laugh out of. My buddies and I get a real jolt from your humor. -Pfc. Frank Blahnik-Yangu, Korea.

...Please be advised that your book MAD has been relegated to the incinerator since its first appearance in our home. Its ugly, sexy caricatures of the human face and form and suggestive theme are obnoxious. What a way to earn a living! -Mrs. M. E. Biggs-San Jose, Cal.

advertisement

Help us earn our miserable living. Send money for subscriptions. \$1.00 for eight issues mailed in bullet-proof manila envelopes. Address all mail to:

MAD editors  
Room 706 Dept. 21  
225 Lafayette Street  
New York 12, New York

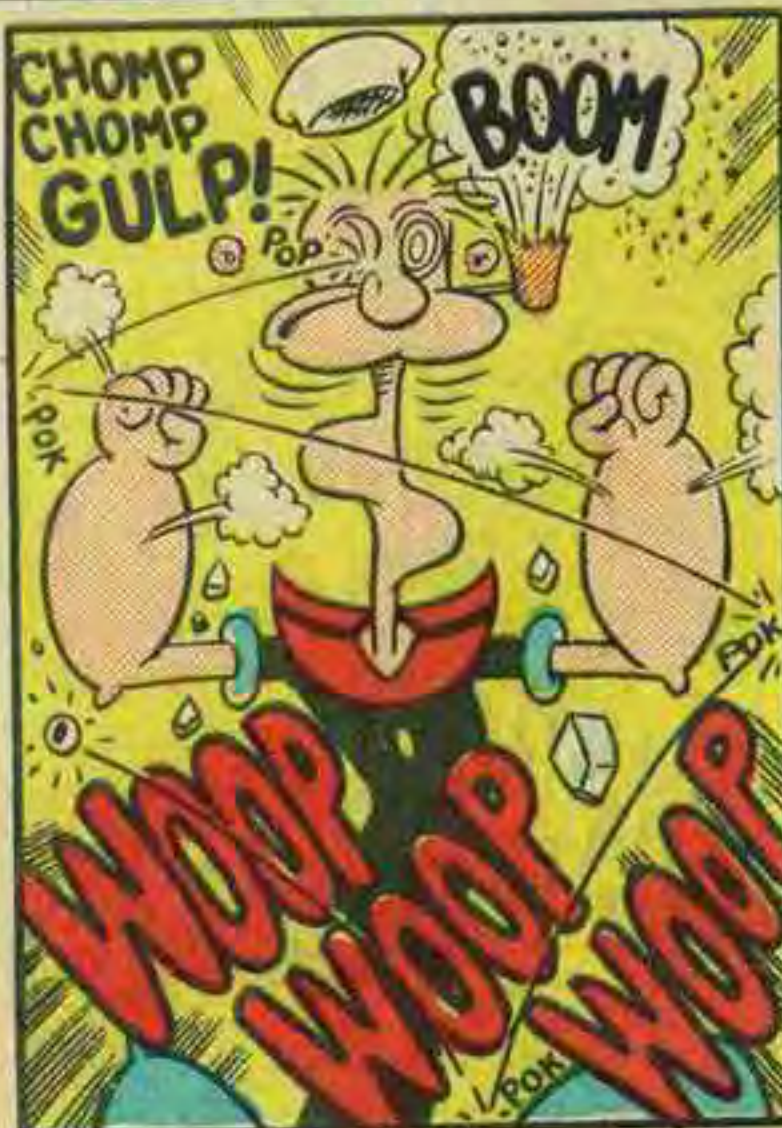


NEWSPAPER CARTOON DEPT.: ONE THING THAT GETS US ABOUT THE CARTOON WORLD IS...YOU HAVE THESE STRONG GUYS!...NO MATTER WHAT HAPPENS...NO MATTER HOW BAD THINGS ARE... NO MATTER WHAT...WHO...HOW...WHO...WHO...HOW...HA...WHO...HA-WHO...WHO-HA...THESE GUYS WIND UP BEING THE STRONGEST!... LIKE FOR INSTANCE...TAKE THIS GUY...

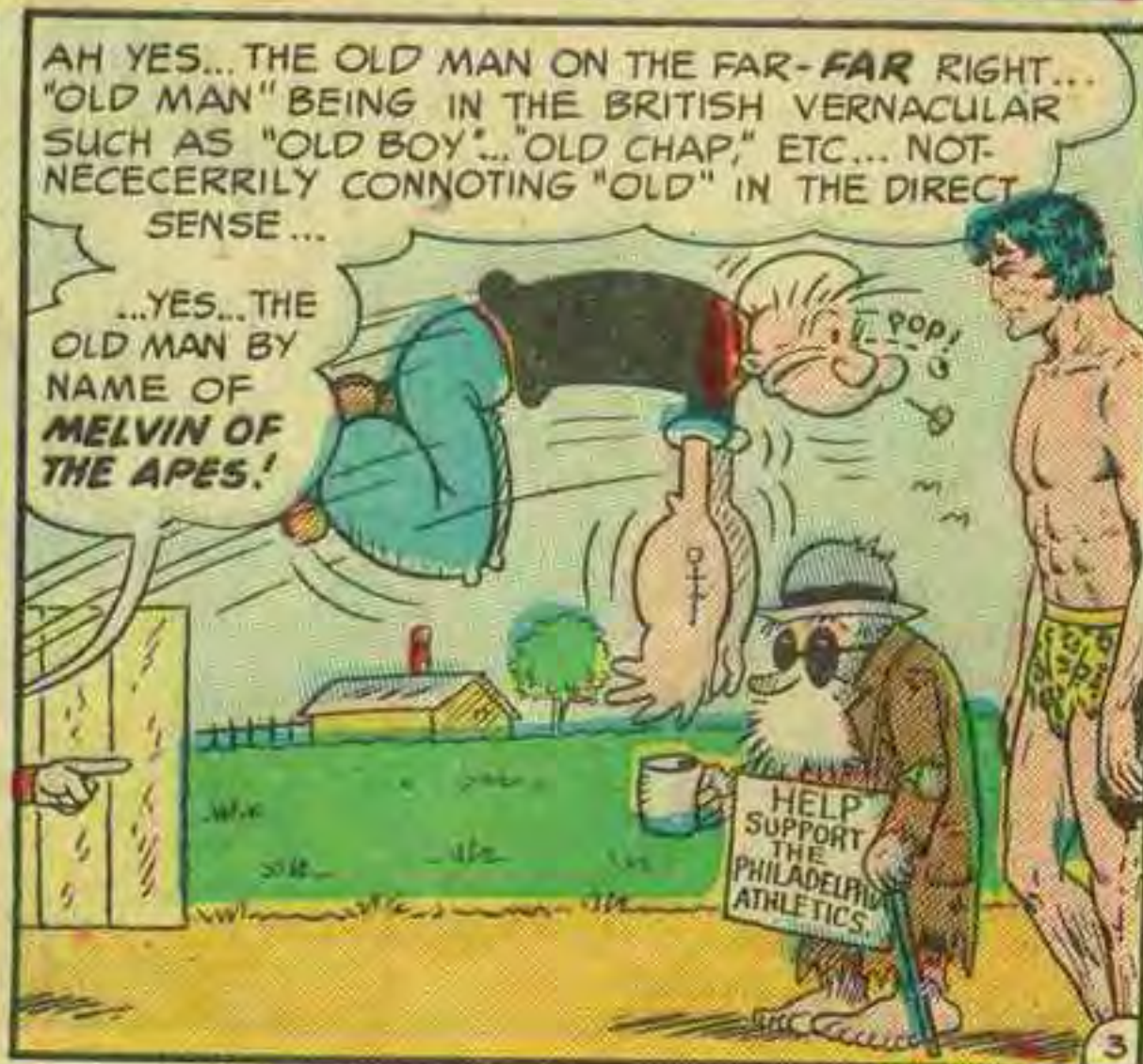
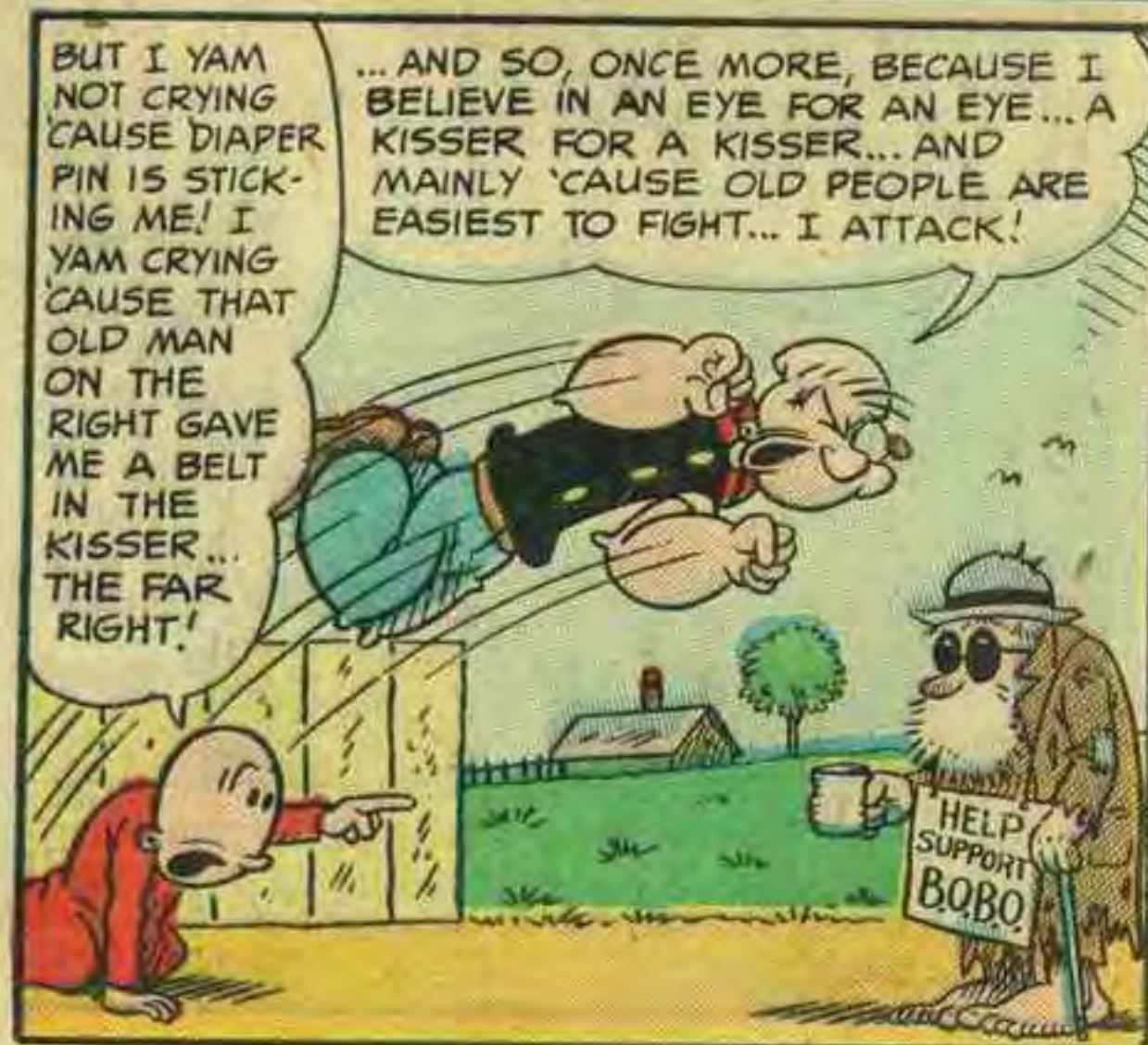
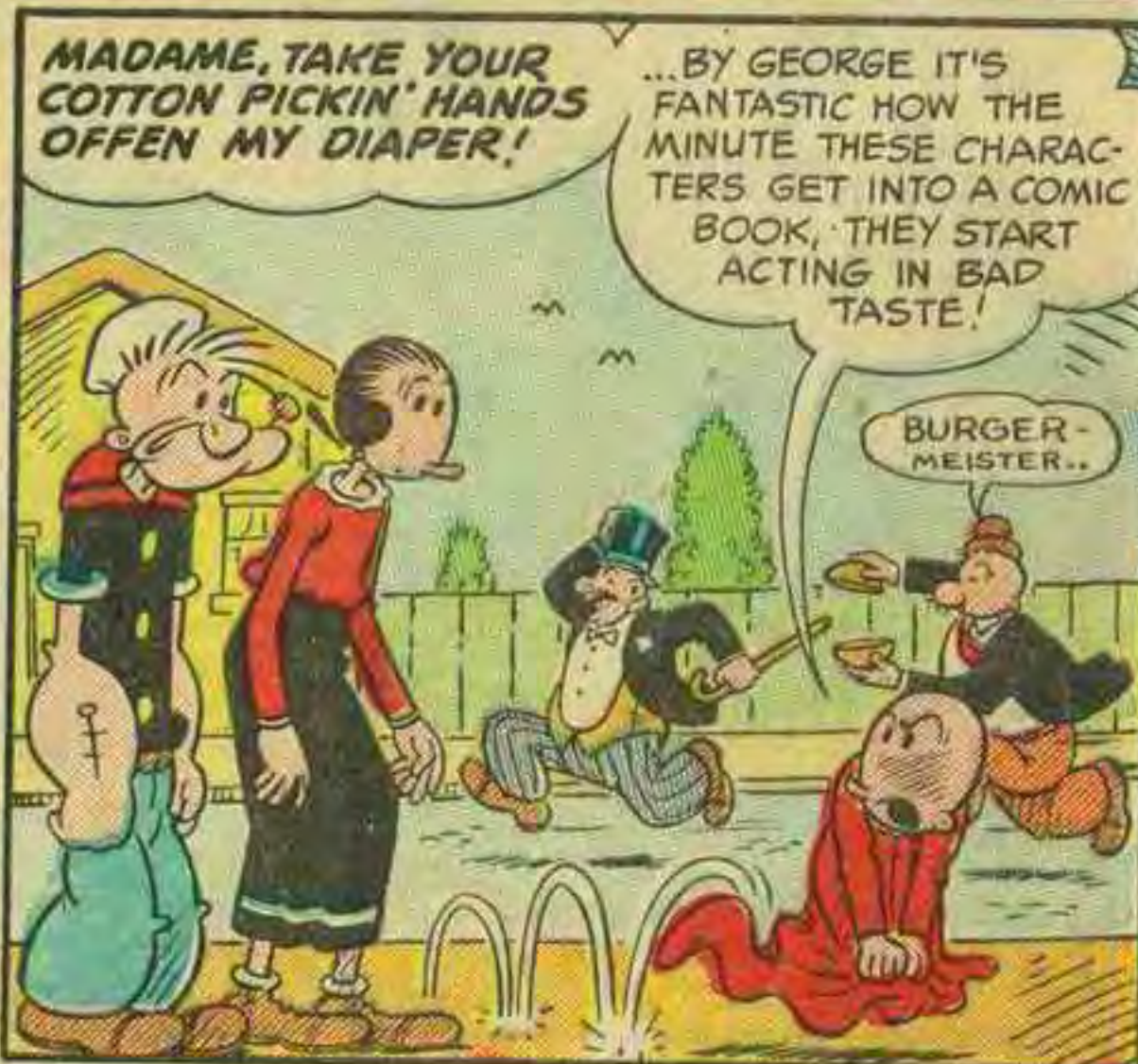
# POOPEYE!





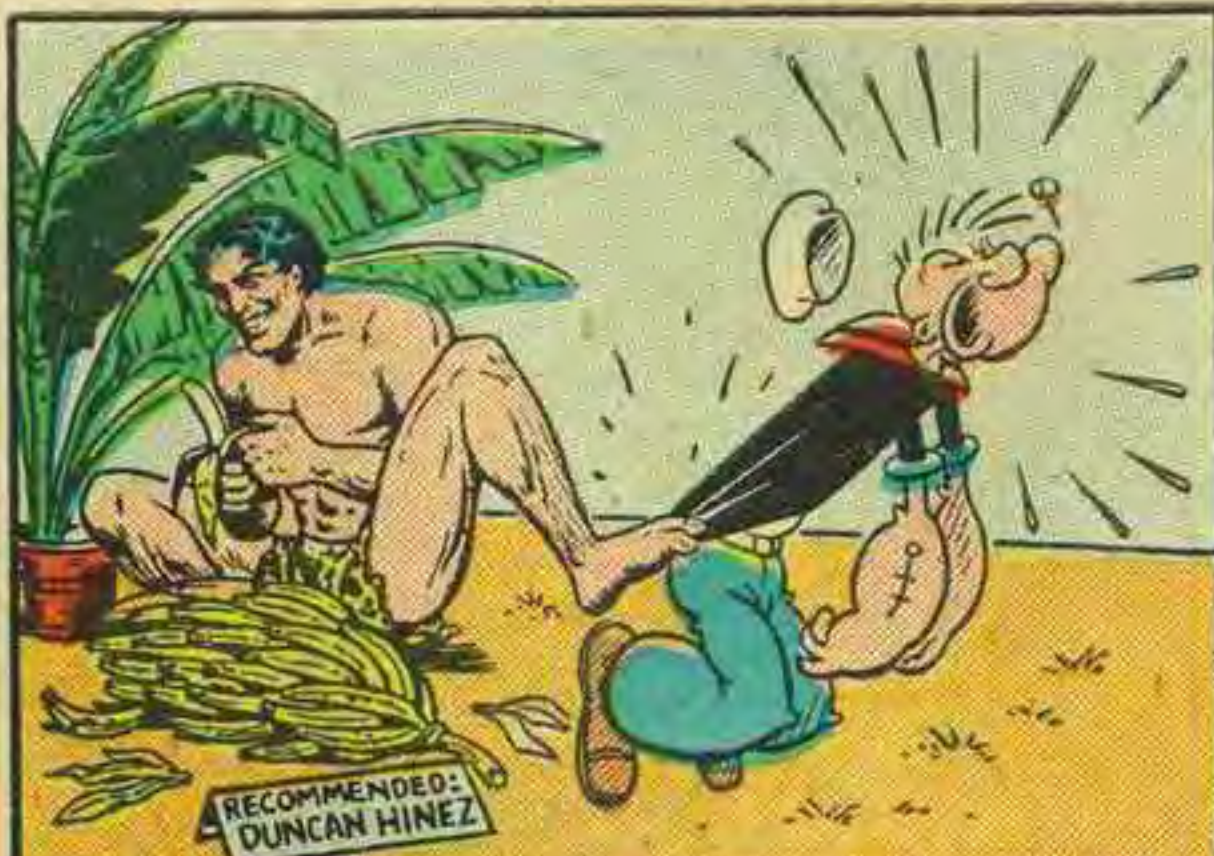
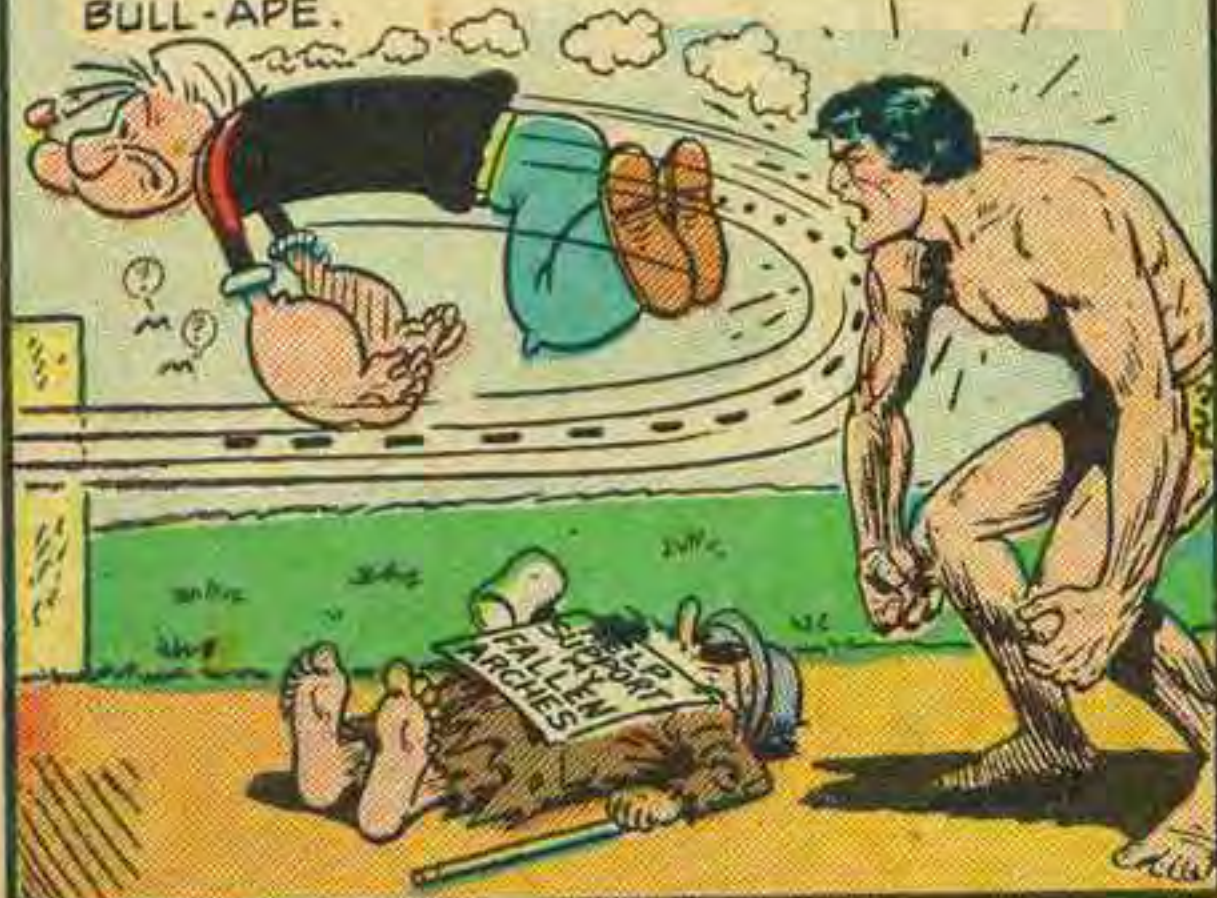








... THE JUNGLE-LORD... SENSING A CHALLENGE IN THE TWO-LEGGED NGANI, IMMEDIATELY ASSUMES THE DEFENSIVE STANCE... UTTERING THE LOW WARNING GROWL OF NGAMBO, THE BIG BULL-APE.



THE SQUINT-EYED NGANI, HOWEVER, SLILY ATTEMPTS THE DIVERSIONARY RUSE OF OFFERING THE JUNGLE LORD A BUNCH OF JAMBO UMBALLA WHICH DOES NOT FOOL THE APE-MAN WHO TAKES A FIRM HOLD ON THE NGANI WITH HIS TOES.



AND NOW... THE APE-MAN STALKS HIS PREY, MUCH LIKE NGOWA THE LION OR NGALLA THE ELK OR MAYBE NGOOMBA THE KNIGHT OF PYTHIAS.



...SUDDENLY, THE JUNGLE LORD LEAPS... HIS SINEWY ARMS CLOSING LIKE STEEL BANDS... MUSCLES TENSING, STRAINING, BULGING, TILL A LOUD "CRACK" IS HEARD...



...FOR MELVIN OF THE APES HAS A SICKENING HABIT OF CRACKING HIS KNUCKLES ALL THE TIME! ...THEN WITH HIS KNUCKLES AUS-GECKRACKED... BACK TO THE ATTACK.

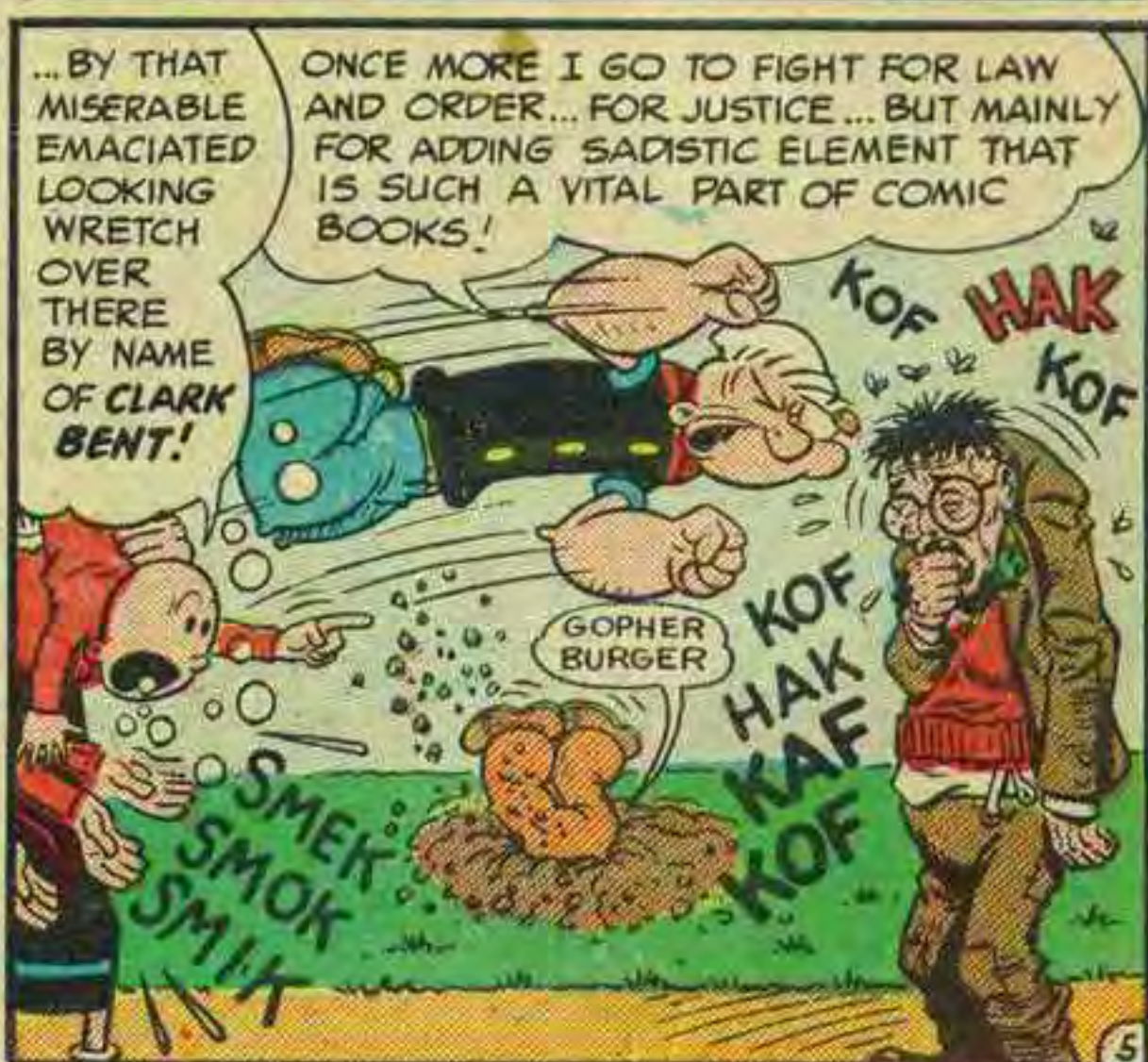
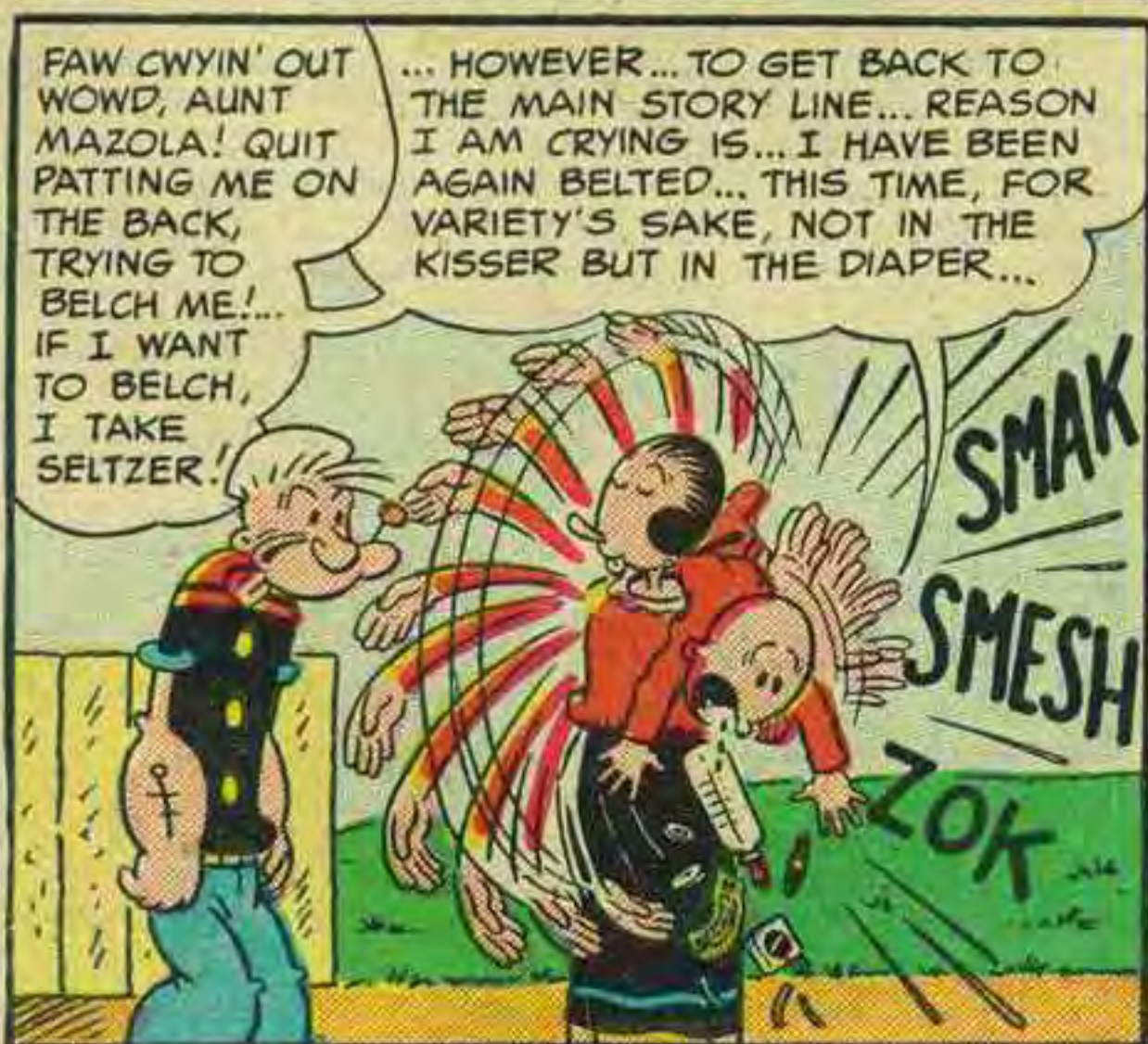
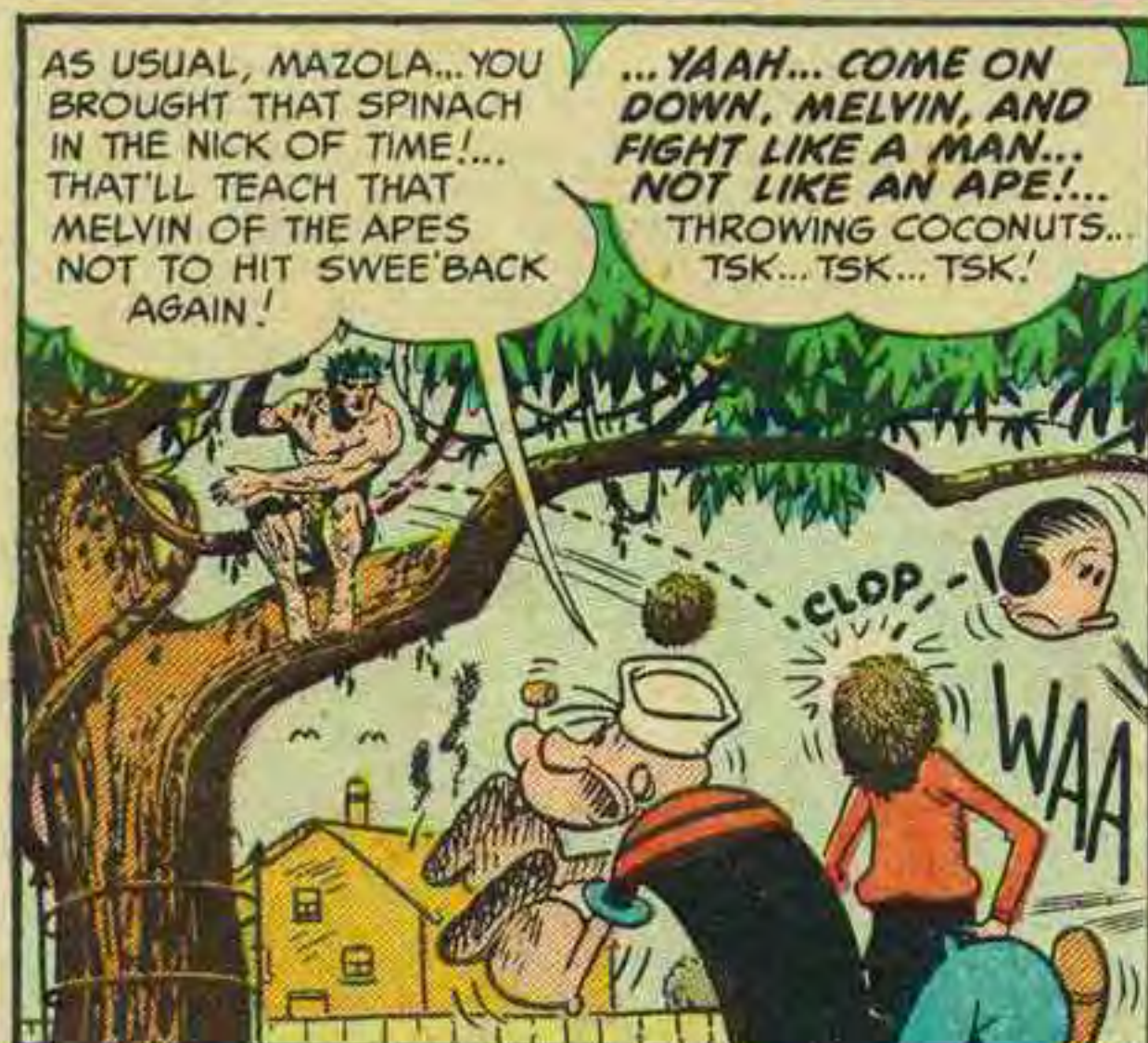


THE NGANI SAILOR-MAN IS NO MATCH FOR THE STEEL SINEWED JUNGLE LORD WHO... WITH THE INSTINCTS OF THE JUNGLE IN HIS BLOOD... STANDS PANTING OVER HIS PREY, FOR NOW THAT THE PREY HAS BEEN CAPTURED... IT IS TIME TO FEAST!

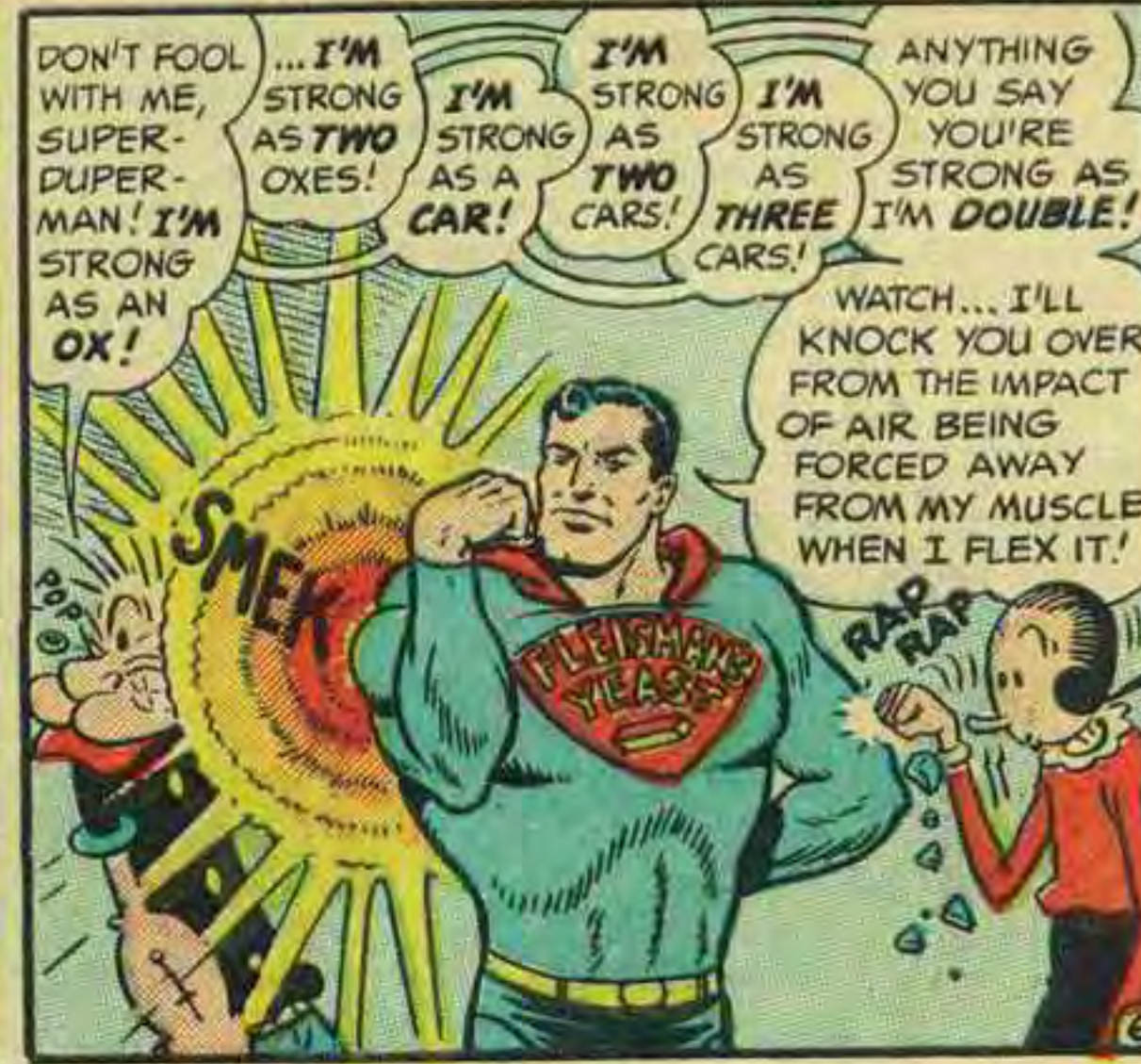


FOR NOW IT IS NGMELVIN THE BULL-APE GIVING THE BLOOD CURDLING CRY OF VICTORY BEFORE THE FEAST! ...EYES GLEAMING, FANGS BARED, THE APE-MAN CROUCHES TO FEAST... AND SO, HE EATS HIS SWISS CHEESE ON WHITE BREAD SANDWICH THAT JANE HAS WRAPPED FOR HIM.

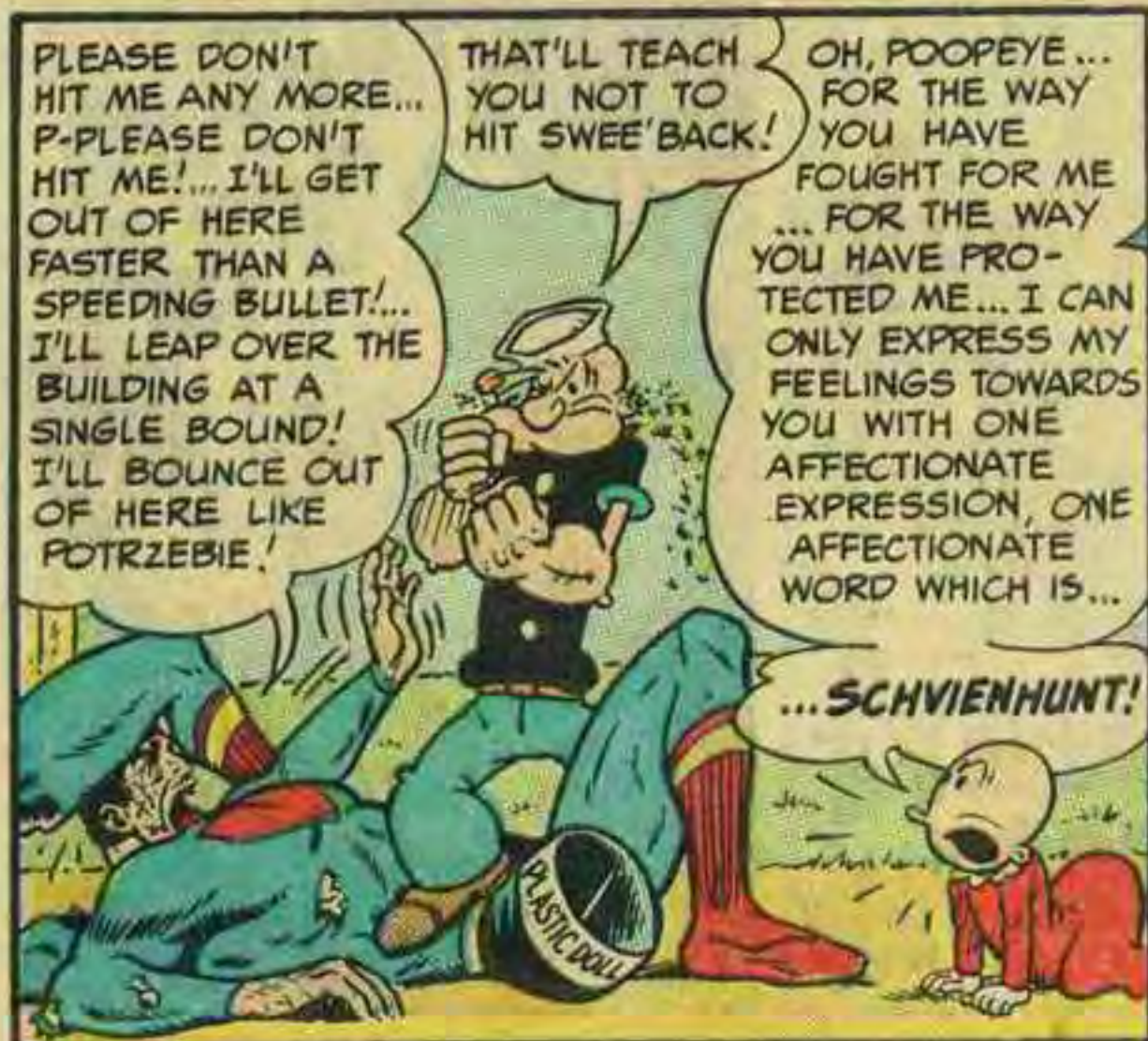














AND DO YOU KNOW **WHY?**... DO YOU KNOW **WHY** I WAS TRYING TO GET YOU BEAT UP?... I'LL TELL YOU WHY!... BECAUSE I AM "**MAD-MAN SWEET-BACK**"... THE **BROCOLLI** KING, THAT'S WHY!... I OWN THE BIGGEST BROCOLLI BUSINESS IN THE WORLD, THAT'S WHY!... BUT WHEN KIDS WANT TO GET STRONG DO THEY EAT BROCOLLI?... **NO!**... BECAUSE OF YOU, THEY CHOOSE **SPINACH!**



...RIGHT IN THE LABONZA!  
...RIGHT IN THE KISHKAS!

...SO WHAT IF THERE'S IRON IN SPINACH! THERE'S IRON IN **BROCOLLI!**... THERE'S IRON IN **PRUNES!**... THERE'S IRON IN **RAISINS!**... BUT WHEN KIDS WANT TO GET STRONG, THEY CHOOSE GRITTY, LUMPY OLD **SPINACH!** BECAUSE A **MISERABLE, SQUINTY-EYED SAILOR BEATS UP EVERYBODY, THEY CHOOSE SPINACH! THAT'S WHY!**



SPINACH! ...OY! ...SPINACH!

POOR POOPEYE!  
THERE'S NO MORE SPINACH LEFT!



HAH!  
...AT THE BOTTOM OF THIS GARBAGE PAIL! SOME LEFT OVER SHREDS OF S-S-S-SPINACH!



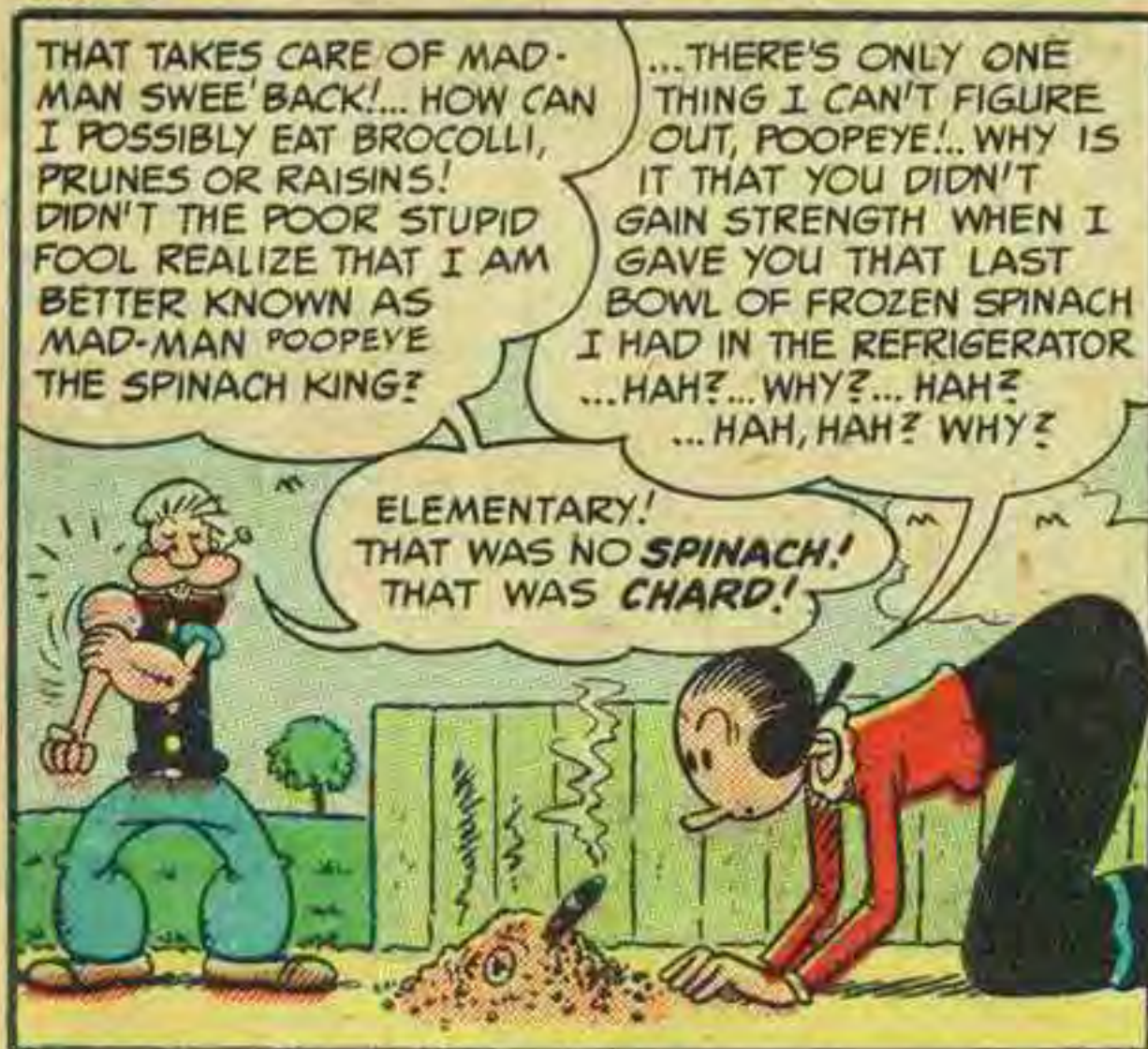
**I'M POOPEYE THE SAILOR MAN**



THAT TAKES CARE OF MAD-MAN SWEET-BACK!... HOW CAN I POSSIBLY EAT BROCOLLI, PRUNES OR RAISINS! DIDN'T THE POOR STUPID FOOL REALIZE THAT I AM BETTER KNOWN AS MAD-MAN POOPEYE THE SPINACH KING?

...THERE'S ONLY ONE THING I CAN'T FIGURE OUT, POOPEYE!... WHY IS IT THAT YOU DIDN'T GAIN STRENGTH WHEN I GAVE YOU THAT LAST BOWL OF FROZEN SPINACH I HAD IN THE REFRIGERATOR ...HAH?... WHY?... HAH?... HAH, HAH? WHY?

ELEMENTARY!  
THAT WAS NO **SPINACH!**  
THAT WAS **CHARD!**



YOU MEAN IT WAS CHARRED SPINACH?

...NO, IT WAS CHARD!

...SPINACH?

...CHARD!

...CHARRED SPINACH?

...CHARD!

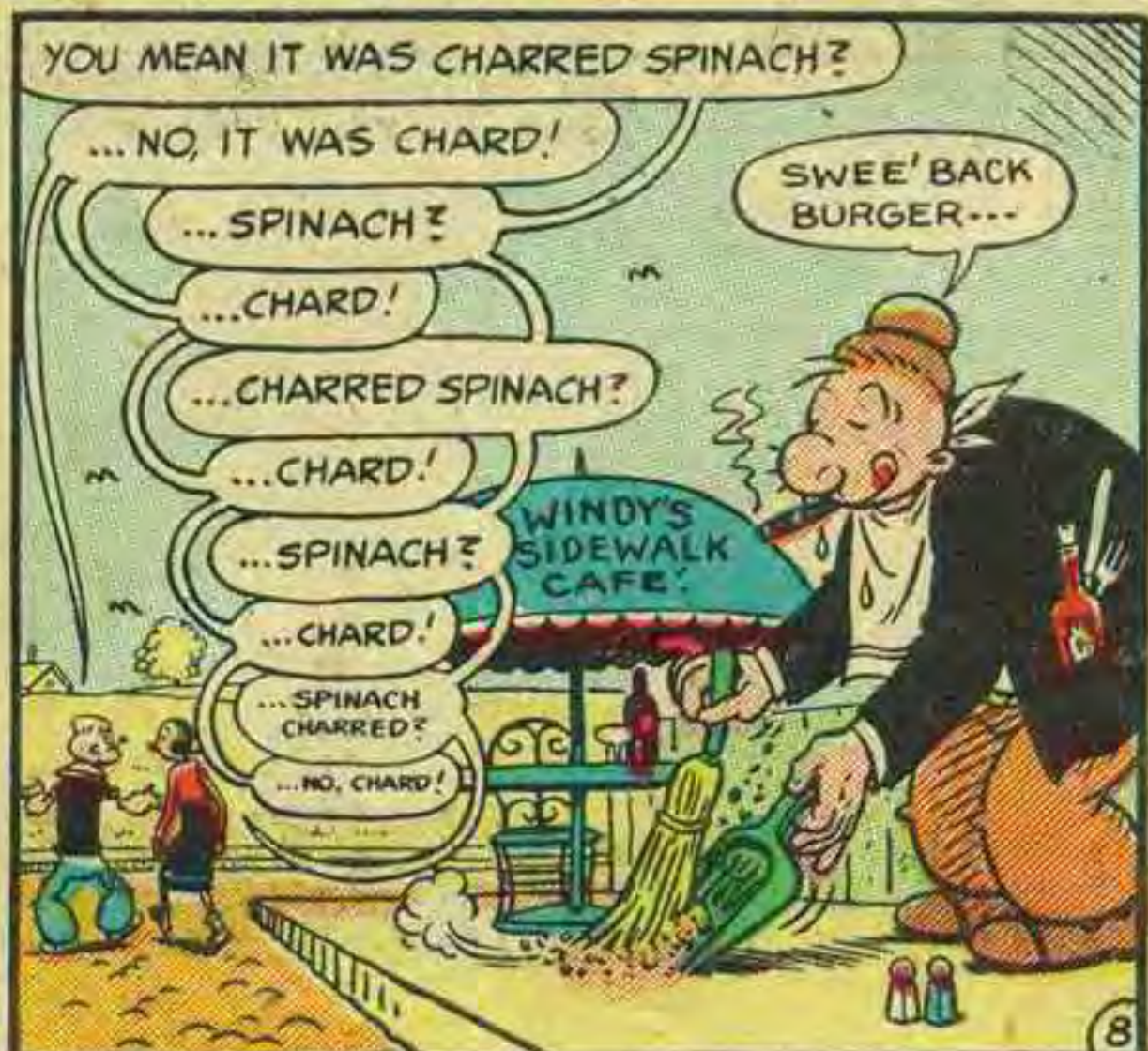
...SPINACH?

...CHARD!

...SPINACH CHARRED?

...NO, CHARD!

SWEET-BACK BURGER...





SCIENCE DEPT.: YOU EVER WATCH ONE OF THESE SPORTS NEWSREELS WHERE THEY'VE SPED UP THE CAMERA TO SLOW DOWN THE ACTION? BY GEORGE, THERE'S MORE GOES ON IN AN ACTION THAN MEETS THE EYE!... LIKE FOR INSTANCE, LET US SHOW YOU WHAT HAPPENS TO A GOLF BALL, BY GEORGE (THAT'S GEORGE DOWN THERE)... WHEN THE GOLF CLUB STRIKES IT IN...

# SLOW MOTION!



**GOLF:** HERE IS AN ORDINARY GOLF BALL ON A TEE!

...FROM THE RIGHT, THE GOLF CLUB APPROACHES ON DOWNWARD SWING!

...HERE, THE POINT OF CONTACT, WHERE CLUB TOUCHES SURFACE OF BALL...

...NOTE INTERESTING PHENOMENON CAUGHT BY THE SLOW-MOTION CAMERA...

...NOTE HOW SIDE OF GOLF BALL FLATTENS AN INSTANT BEFORE LEAVING TEE!



...STILL FLATTENING, BENDING THE CLUB AN INSTANT BEFORE LEAVING THE TEE...

...FLATTENING, BENDING... ANY MINUTE BALL IS ABOUT TO LEAVE TEE...

...BENDING, FLATTENING BENDING... ABOUT TO ANY MINUTE LEAVE...

...BENDING, LEAVING BENDING... HEY WHAT THE HECK...

...SOMEONE NAILED THE BALL INTO THE GROUND, BY GEORGE!





**BOWLING:** TO THE NORMAL UNAIDED EYE...AN EXPERT BOWLER APPEARS MERELY TO PROJECT THE SPHEROID IN THE DIRECTION OF THE TEN-PINS!



THE BALL THEN, APPEARS, TO YOUR NORMAL, UNAIDED, MISERABLE BLOODSHOT EYE, TO SHOVE THE PINS EFFORTLESSLY INTO THE PIT... **BUT WHAT REALLY HAPPENS... HOOO HOOOoo...**



THE SLOW MOTION CAMERA COMES TO OUR RESCUE! THERE GOES THE BALL...

...TURNING A CERTAIN SPECIAL SPIN YOU CAN ONLY NOTICE IN SLOW MOTION...

...THIS SPIN MAKING IT REVOLVE SO'S IT HITS THE MIDDLE PINS FIRST...

...THEN THE CERTAIN SPECIAL WAY IT HITS MAKES IT TURN LEFT AND HIT...

...AND IT HITS IN SUCH A SPECIAL WAY, IT TURNS RIGHT AND HITS...



SO YOU SEE, IT ACTUALLY HITS IN THREE DIRECTIONS AT ONCE!

OF COURSE, THE UNAIDED EYE SEES ALL THIS ACTION AS A HAZY BLUR!

BUT THANKS TO OUR SLOW MOTION CAMERA, HA HA... WE KNOW BETTER, EH?

THERE YOU SEE ALL THE PINS COMING TO REST IN THE PIT AND... UH OH...

...THANKS TO OUR SLOW-MOTION CAMERA, WE NOTICE ONE PIN STANDING!



HOWEVER, YOU WILL NOTICE BALL IS STILL SPINNING IN THE PIT...

...IN SUCH A CERTAIN SPECIAL SPIN ENABLING IT TO LEAP FROM PIT...

... STRIKING THE REMAINING PIN AND SPINNING BACK INTO THE PIT!

AND NOW EVERYTHING HAS BEEN STRUCK DOWN INTO THE PIT!

NEEDLESS TO SAY, THE UNAIDED EYE SEES ALL THIS AS A HAZY BLUR!

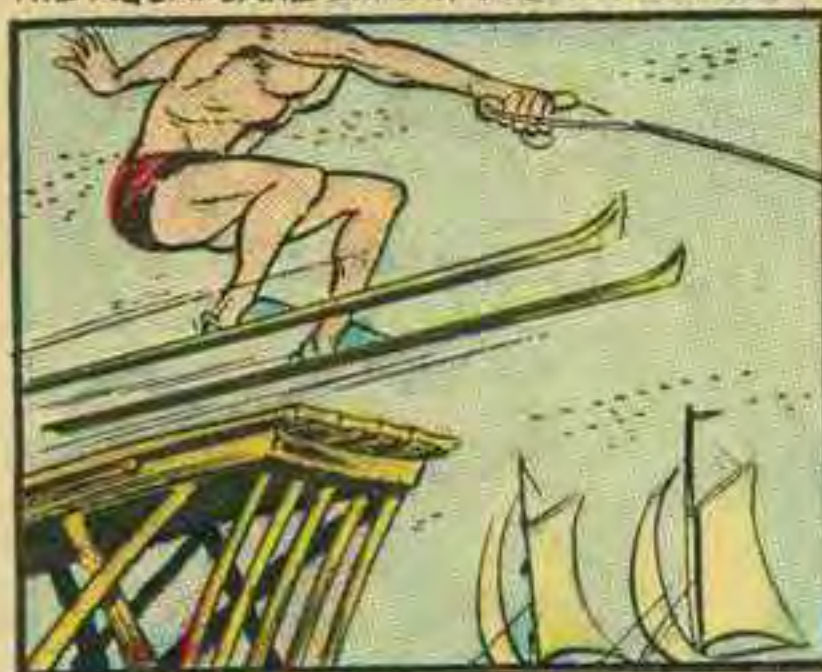




**AQUAPLANING:** TO THE NAKED EYE, THE AQUAPLANE EXPERT DOESN'T DO MUCH!

WE SEE HIM SAIL THROUGH THE AIR AND DISAPPEAR FOR AN INSTANT IN A SPLASH!...YOU WHO HAVE OBSERVED THIS...

...OBSERVED THIS MERELY WITH THE NAKED EYE... ALL WE HAVE TO SAY TO YOU IS... SHAME ON YOU!... GO GET DRESSED!



THE MAGIC SLOW MOTION CAMERA REVEALS THE TRUTH OF THE SITUATION!

FROM THE LEFT, OUR AQUAPLANER DESCENDS TOWARDS THE WATER!

POINT OF CONTACT... NOTE SPLASH BEGINNING TO RISE FROM SURFACE!

NOTE HOW MOMENTUM ACTUALLY FORCES BODY INTO THE WATER!

NOTE HOW DEEP THE MOMENTUM FORCES BODY INTO THE WATER!



NOTE IN FACT HOW THE BODY GOES COMPLETELY UNDER WATER...

NATURALLY... ALL THIS HAPPENS SO FAST THE NORMAL EYE MISSES IT!

...I MEAN, IT MAY LOOK SLOW IN SLOW MOTION... ACTUALLY IT'S FAST!

...ACTUALLY, THE BODY TAKES A FRACTION OF A SECOND TO BOB UP!

...THIS IS ACTUALLY ALL HAPPENING IN A FRACTION OF A SECOND...



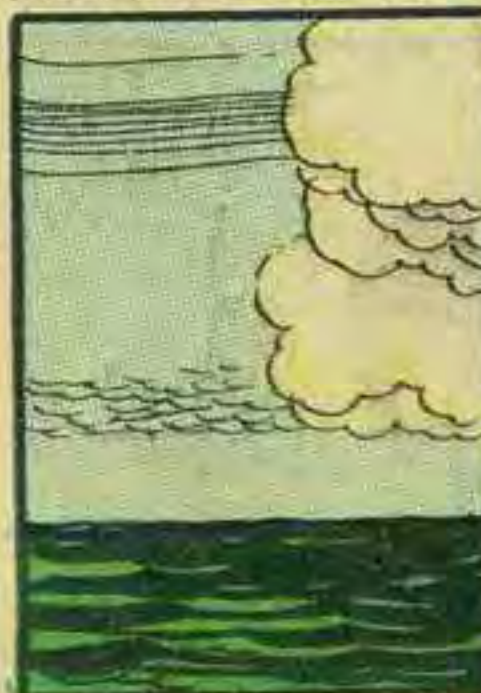
DON'T FORGET... THIS IS ACTUALLY A SLOW MOTION PICTURE...

...AND ANY SECOND, THE BODY WILL COME TO THE SURFACE ACTUALLY...

...ANY SECOND, TO THE SURFACE WILL ACTUALLY THE BODY COME...

...WELL HOW DO YOU LIKE THAT?... TSK TSK TSK!

BY GEORGE... THE BOAT BY MISTAKE WENT INTO THE SHALLOWS!





**BOXING:** TO THE NORMAL EYE, BOXING IS NEVER EXCITING LIKE WRESTLING OR ROLLER DERBIES!

TO THE NORMAL EYE, A JAB MAY LOOK WEAK!... TO THE NORMAL EYE, A BLOW MAY LOOK HARMLESS!

...HOWEVER...IF YOU GOT SUCH A BLOW TO YOUR NORMAL EYE, BOY **WOULD YOU BE FARSHIMMELT...**



OF CUSS, THE MAGIC SLOW-MOTION CAMERA SHOWS YOU WO HOPPEN!

HERE THE SEEMINGLY SHORT JAB MAKES CONTACT WITH THE FACE!

... HERE WE SEE THE GLOVE BEGINNING TO SINK INTO THE FLESH!

... BEING A "RIGHT CROSS," HERE WE SEE THE FACE BEING PULLED TO THE LEFT!

... NOTE HOW THE FACE COMPRESSES TO HALF ITS WIDTH!



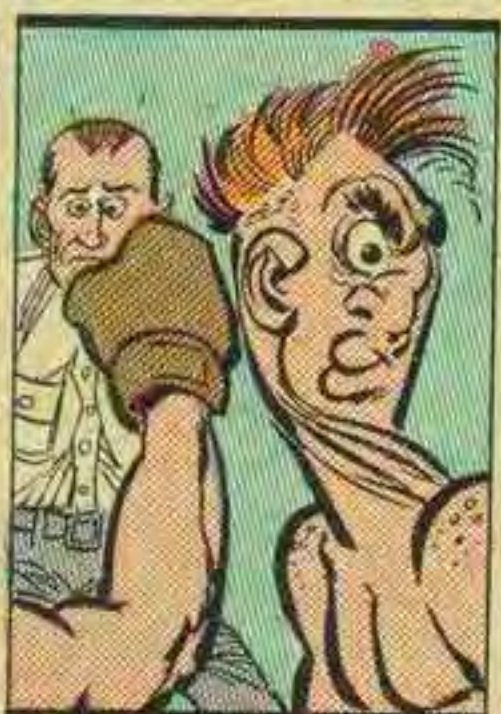
... HERE THE GLOVE LEAVES THE FACE IN ITS LEFTWARD JOURNEY!

...NOTE THE POPPING SOUND WITH WHICH THE FACE RESUMES ITS SHAPE!

...NOTE THAT THE HEAD IS STILL SPINNING FROM THE BLOW!

...NOTE THE MOUTHPIECE EMERGING FROM THE FORCE OF THE BLOW!

...NOTE HOW SOME TEETH FOLLOW THE MOUTHPIECE IN QUICK SUCCESSION!



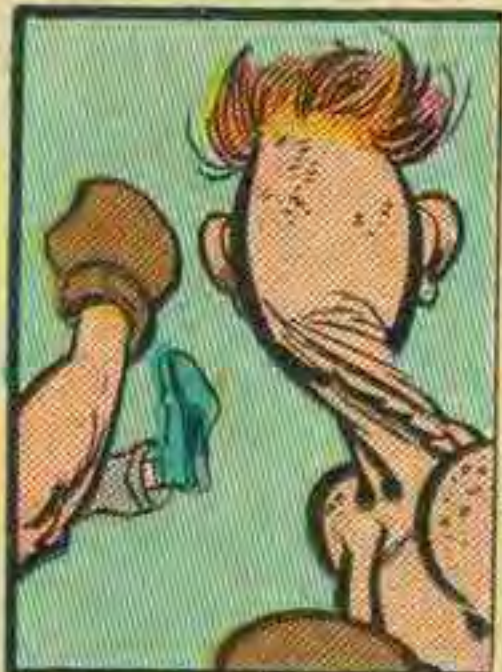
...AND NOW WATCH HOW THE KNOCKOUT **REALLY** COMES ABOUT!

...NOTE HOW THE LEFT ARM IS ACCIDENTALLY BEING RAISED IN DEFENSE!

...NOTE THE HEAD, STILL TURNING FROM THE FORCE OF THE BLOW...

...SMASHES ACCIDENTALLY INTO THE UPRAISED GLOVE, CAUSING KNOCKOUT!

...AND FINALLY NOTE HOW THE AIR IS FILLED WITH REMAINING TEETH!





**SKIING:** TO THE NORMAL, AMERICAN EYE, WE THINK NOTHING OF SEEING THE SKIER FLY THROUGH THE AIR AND FALL HUNDREDS OF FEET!

...WE THINK NOTHING OF SEEING HIM LAND IN A BIG FLURRY OF SNOW!... LITTLE DO YOU KNOW WHAT THINGS GO ON IN THAT BIG FLURRY OF SNOW!



THE FURSHLUGGINER SLOW-MOTION CAMERA HAS ALL THE ANSWERS!

...HERE, AFTER DESCENDING, OUR SKIER MAKES CONTACT WITH GROUND...

... THIS PARTICULAR SKIER HAS MADE VERY FAULTY LANDING!

...HERE, SKIER, BECAUSE OF FAULTY LANDING, LEAVES GROUND!

...HERE SKIER REACHES APEX OF FIRST BOUNCE AND IS READY TO DESCEND!



...HERE SKIER DESCENDS! ...NOTE SKIS COMPLETELY OUT OF LINE!

...HERE SKIER CONTACTS GROUND AGAIN, THIS TIME WITH BODY!

...NOTE HOW BODY FLATTENS FROM FORCE TO HALF ITS DEPTH!

...HERE SKIER BOUNCES UP FROM GROUND FOR THE SECOND TIME!

...NOTE REMARKABLE ELASTICITY AS SKIER RISES OUT OF CAMERA RANGE!



...NOTE FOR MOMENT WHILE SKIER IS OUT OF PICTURE, DEEP GOUGES IN SNOW!

...NOTE SKIER DESCENDS INTO PICTURE AGAIN, THIS TIME HEAD FIRST!

...NOTE HEAD ABOUT TO CONTACT GROUND WITH GREAT FORCE!

...NOTE FORCE WITH WHICH SNOW AND ROCKS ARE FLUNG FROM IMPACT!

...NOW NOTE SEPARATE PARTS OF SKIER AS THEY BOUNCE UP FOR LAST TIME!





**SWIMMING:** NOW IN SWIMMING, WHEN THESE CHAMPIONS JUMP OFF THE DIVING BOARD, WHAT NORMAL HUMAN EYE CAN CATCH ALL THE GYRATIONS THEY DO IN ONE DIVE?

THE MAGIC YOU-KNOW-  
WHAT COMES TO OUR  
@\*m@# RESCUE!

...HERE THE DIVER LEAVES  
THE BOARD IN A PER-  
FECT "SWAN DIVE"!



...THEN HE SNAPS INTO  
AN INCOMPARABLE  
"JACK-KNIFE..."

...THEN, HE SNAPS INTO  
AN EXACT LEFT-HANDED  
"TWIST-ABOUT..."

...THEN, HE SNAPS INTO  
A BEAUTIFULLY EXE-  
CUTED "TUMBLE..."

...THEN HE SNAPS INTO A  
GORGEOUS "RIGHT-HANDED"  
TWIST ABOUT (UPSIDE-DOWN)

...THEN HE SNAPS INTO  
A MAGNIFIQUE "GRAB-  
FOOTED FOLD-OVER..."



...THEN HE SNAPS INTO  
A MARVELIEUX "GALLOP-  
PING FALL-DOWN..."

...THEN HE SNAPS INTO A  
VUNDERBAR "FALL-DOWN  
DRAG-OUT"... AND FINALLY...

...AS HE APPROACHES  
THE WATER, HE GRACE-  
FULLY UNFOLDS...

...SLOWLY TURNING IN  
AIR IN A PERFECTLY  
EXECUTED "SWAN DIVE..."

...STILL TURNING SO'S  
THAT HE CAN MEET  
THE WATER HEAD-ON!



NOTE THE FEARLESS  
OUTTHRUST POSITION OF  
THE PLUMMETING HEAD!

... NOTE THE POINT OF  
CONTACT... HOW THE POINT  
FLATTENS FROM INITIAL IMPACT!

...NOTE HOW THE BODY  
ACTUALLY COMPRESSES FOR  
AN INSTANT FROM THE FORCE!

...

...WELL WHAT DO YOU  
KNOW!... NO WATER IN  
THE POOL, BY GEORGE!





**CUT-YOUR-OWN-THROAT DEPT.:** AS OUR TINY RED EYES ROVE O'ER THE PILES OF DUSTY MAGAZINES IN OUR DARK LITTLE OFFICE, WE SUDDENLY REALIZE THAT WE'VE JABBED OUR POISONED PEN INTO EVERY PHASE OF COMIC BOOKS EXCEPT MAYBE LITTLE ODDS AND ENDS LIKE...TRADE-MARKS...COPYRIGHT STATEMENTS...AND COMIC BOOK ADS!...SAY...HOW'S ABOUT THEM.

# COMIC BOOK ADS!

BILL ELDER



ANYHOW...LET'S TAKE A LOOK AT THESE TYPICAL-TYPE COMIC BOOK ADS! FOR INSTANCE, HOW'S ABOUT THEM HYPNOTISM ADS...

## HOW TO HYPNOTIZE

**IT'S EASY TO HYPNOTIZE...**  
*when you know how!*

Want the thrill of imposing your will over someone? Of making someone do exactly what you order? You do, do you? Shame on you, you dirty low-down no-good bum! Note illustration. Contrary to what your miserable mind may be thinking . . . it is the girl who is about to hypnotize the boy. Notice the position of her eyes which play important part in hypnotism. Also notice the position of her hand behind back which also plays most important part in hypnotism mainly since hand is holding baseball bat! To get your copy of our system of hypnotism, listen carefully and concentrate . . . concentrate . . . you are getting sleepy . . . sleepy . . . concentrate . . . go to your mother's pocket-book . . . you will take out \$1.98 . . . \$1.98 . . . concentrate . . . you will put it in an envelope with the coupon . . . **WITH THE COUPON** . . . concentrate . . . you will go out and mail it and then you will wake up and when you do you will forget you ever read this comic-book . . . **CONCENTRATE** . . . mail coupon to . . .

Concentrate Inc.,  
998 98th St., N. Y. 98, N. Y.

### CONCENTRATE... MAIL COUPON

**CONCENTRATE INC., Dept. Welfare**  
998 98th St., N. Y. 98, N. Y.

Send me book on HOW TO HYPNOTIZE, oh master, for which I enclose \$1.98.  
If not delighted, you will send my money back although I guess you will be delighted with my money

Name \_\_\_\_\_

Alias \_\_\_\_\_

Cave Number \_\_\_\_\_



## GET PRIZES... MAKE MONEY

Look at the wonderful prizes shown below. They are just a few of the prizes I offer you without a cent of cost. Look at them! You want them, don't you! Admit it! By the way your heady little eyes are glistening and your tongue is hanging out. Heh you know you want them! Heh heh heh... they're yours, you hear... all yours! All you have to do is sell packs of my beautiful Christmas Cards at 25¢ a pack and get your father to sign a paper I will send you marked "contract".

I'm good old friendly "Uncle" Louie, heh heh heh, and I've been helping boys and girls earn MONEY for 36 years. I've been helping boys and girls earn plenty MONEY... mainly for me.

## BE FIRST IN YOUR NEIGHBORHOOD

Sell my pretty little packs to your family, friends and neighbors. It's easy. Even if they don't need the cards, they'll feel obligated to buy them. By gosh, you can embarrass every one of your relatives into buying a couple dozen packs. When sold — send ME the MONEY. Remember — ME, the MONEY.

— send ME the MONEY —

Thousands of smart boys and girls have been earning prizes this way. You can too — mainly because thousands of dumb boys and girls have also been earning prizes this way.

**SEND NO MONEY, HEH HEH - I TRUST YOU... YOU FOOL YOU**

"Uncle" Louie Inc., Dept. Parks Boobyville, U.S.A.

## MAIL THIS COUPON Today

Please send me your BIG PRIZE BOOK and one order of 500 Christmas Packs. I will resell them at 25¢ each or else! ... send you the money and choose my prize.

Name \_\_\_\_\_

Bank Account Number \_\_\_\_\_

Address \_\_\_\_\_

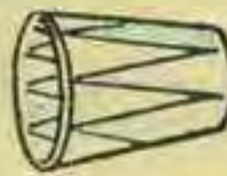


# I Will Send You Prizes Like These Without ONE CENT OF COST

Maybe with blood but without one cent of cost. MAIL Coupon for ... heh heh ... FREE Prize Book

### YOUR OWN DRINKING CUP

Your prize for selling a mere 25 packs. Made especially for hiking and camping out. Your name on it (if your name happens to be Dixie). Very useful in all sorts of emergencies.



### BEAUTIFUL WRIST WATCH for Boys and Girls

An Attractive Showpiece with Chromium case, Unbreakable Crystal, and Genuine Leather Straps! No messy old working parts inside, but an attractive showpiece. This watch is given without cost for selling just 500 packs of cards.



### CADILLAC DELUXE CAR

This swell outfit is not a toy but the real thing. Be first in your neighborhood to have one... for selling only 20,000 packs of cards.



### COLONIAL STYLE MANSION, COMPLETE

This swell outfit includes fully landscaped ground and a Southern exposure. Can be had for a mere 100,000 packs.



### REAL FACTORY

This swell outfit, complete with railroad siding and water tank will give you hours of fun. Yours without cost for selling 500,000 packs.



### RAILROAD TRAIN AND CARS

A genuine railroad train with pullman cars and caboose, fully equipped. Plus five miles of track to run on. Don't miss this outfit for 1,000,000 packs.



### REAL FULL LENGTH STEAMSHIP

What fun you'll have running it on real steam. Has swimming pool n' everything. Complete with five miles of salt-water to run on. Choice of Black or Green. 100,000,000 packs.



### CHEMISTRY SET



Perform feats of Chemical Magic. Make your own gunpowder and dynamite. This set for selling 100 packs.

### GENUINE DISHWASHING MACHINE

Ideal for washing dirty dishes. Great fun, especially if you climb inside while in operation. This prize at no cost for merely selling 5,000 packs of cards.





# ADVENTURES OF THE RUBBER BUBBLE KIDS



## 319

## 25¢

**STAMPS**

**ALL-DIFFERENT**

**GUARANTEED \$5,000.98 CATALOG VALUE**

**We Guarantee Our Catalog Says So**



**HITLER HEAD**

Fine picture suitable for framing for any you little Nazis still around. Be the envy of your Bund club.



**TRIANGLE STAMP**

Perfect 45-45-90 triangle stamp. Comes with T-square stamp and can be used together on any drafting board.



**T-SQUARE STAMP**



**STALIN HEAD**

Plotting to overthrow the government, kids! These stamps are just dandy for secretly pasting on subways and bus stations. Be the envy of your Young Communist League.



**DUTCH GUINEA**

Be the envy of your stamp club. You can have this rarest stamp in the world for an additional \$1,000,000.98.



**MONACO NUDES**

Run get that 25¢ you beady-eyed little rascals you!



**C.O.D. STAMP**

I'll bet none of your friends have this stamp. For 50¢ extra, we will include rubber C.O.D. stamper.



**TROMP STAMP CO., Dept. Sanit.**

98 Perforation Drive, Philadelphia, Pa.

Here's my 25¢. Shovel the stamps you described into a carton for me **plus FREE** profusely illustrated "Midget Stamp Encyclopedia" **plus** for **FREE** examination, Bargain Approvals absolutely **FREE** to look at all I want to look at for **Free**.

Name \_\_\_\_\_

Address \_\_\_\_\_

Lawyer's Name \_\_\_\_\_

**FREE!**

**MIDGET STAMP ENCYCLOPEDIA**

Smallest Encyclopedia in country

Sure is small

Contains two pages

Profusely illustrated



YOU ALSO GET hundreds of thousands of other fascinating and unusual stamps from all over the fur-shlugger world — guaranteed \$5,000.98 Catalog Value! Look it up right in our Catalog if you don't believe — all for a lousy 25¢. Just think of the hours of fun you'll have poring through this giant collection — filling in hundreds of blank albums in your house — filling in hundreds of blank closets and attic spaces!

We're making this sensational offer — heh heh heh — to introduce you to our famous Bargain Approvals — which we'll send you for **free examination**. Heh heh heh! **Free!** Heh heh heh! **No strings attached!** Heh! **Free!** Heh heh heh heh heh! All we want is your soul. Just fill out the coupon and sign your name in blood. Hurry! Supply of these Bargain Packets is limited and besides we expect we're going to have to get out of town.



**MORE  
BEAUTIFUL  
DANDELIONS  
...LOOK!**

**ANNOUNCING  
DANDELION  
DEFENDER**

FAST ACTION WITH BREECH  
AND MULLET COVER

No. 98 kar.  
**\$7.98**

**NEW DANDELION CARBINE**

Own Dandelion's newest, most beautiful gun. The first forced feed, 50 shot lever-action Dandelion in 30 years. Bayonet attachment with novel saw-toothed blade is something to see in action. This combination will make you the life of any party. Drop Dad to your dealers today.

No. 1814  
**\$6.98**

**NEW DANDELION FLINT-LOCK**

Get this single action beauty. Crude but effective. This model uses an exceptionally large BB,  $\frac{3}{4}$  of an inch in diameter which can blow a hole as big as your fist through a human body. Ask your dealer for a demonstration.

**DANDELION  
GRAVITY-FED  
REPEATER**

Buy this husky Repeater. Note novel detachable stock which turns rifle into pistol you can hide in your shirt. Packs a heavy wallop. Excellent for stopping a charging man. Try it on your dealer for a demonstration.

No. 998 mau.  
**\$5.98**

ASK YOUR DEALER OR MAIL COUPON FOR

**FREE REMINDER KIT**



This kit will outline an elaborate campaign on how you can pester your Mom and Dad and make life unbearable for them until they get you that Dandelion Rifle that you want. Just think! If you can persuade your Dad to get you any Dandelion Rifle, it will be comparatively easy to talk him into getting another with the aid of your first hard-hitting Dandelion Rifle.

REMINDS THEM TO  
GET YOU A

**DANDELION  
FOR CHRISTMAS**



the famous

**DANDELION  $\frac{1}{2}$  SHOT  
DED RYDER  
COWBOY CARBINE**

IS ON DISPLAY AT YOUR DEALERS NOW AND IS

**READY FOR CHRISTMAS!**

That's right! Ded Ryder just rode into your favorite hardware, sporting-goods, and department store with some new DED RYDER COWBOY CARBINES. Dirty no-good bum! Imagine! His horse busted 7 showcases, to say nothing of what he did to the floors! Anyhow, go see Dandelion's famous Cowboy Carbine that holds 1,000 BBs. Just think how long you can hold the cops at bay. Handsomely modeled fore-end. Realistic full-oval, pistol-grip molded stock and handsome bayonet attachment. Be the envy and the terror of your neighborhood. For help in nagging your parents to get you one for Christmas, ask dealer for FREE reminder kit or send FREE coupon.

No. M-1, Gew. 98

**Only \$5.75**



SHOOTERS!  
TRY THIS  
TRICK!



DANDELION BULLS EYE SHOT IS

*approved* for use in

**DANDELION  
AIR RIFLES**

APPROVED BY US OF COURSE

MAIL COUPON!

DANDELION ARMS CO.  
Dept. Defense, I.G. Farben, Europe  
Please rush Dandelion Reminder Kit to me  
so's I can start working on the old man.

NAME \_\_\_\_\_

RIGHT HAND, please print

--	--	--	--	--

thumb fore middle 4th pinky



Hi  
Pal!  
Win  
\$100  
as I  
just  
did!

YOU CAN  
WIN  
a BIG 15"  
SILVER CUP  
as I just did  
with YOUR  
NAME  
engraved  
on it!



MELVIN  
TENDON

**AFTER**

He Mailed Coupon  
Below is Cleveland

**BEFORE**

He Mailed Coupon



90 lb.  
Skeleton

He says,  
I gained  
70 lbs.  
of  
mighty  
muscle

Come on, Buddy, Quit being A BAG-of-BONES Weakling like I was

IN 10 MINUTES OF FUN A DAY YOU Can do ALL I did!

I gained 25 Terrific LBS. of **HANDSOME POWER-PACKED MUSCLES** all over!

DO YOU KNOW WHAT — I'M STILL A SLOB!

I improved my **HE-MAN LOOKS 1000%**

I won **NEW STRENGTH** for money-making work!  
for WINNING at all SPORTS!

I won **NEW POPULARITY** Won NEW FRIENDS, BOYS & GIRLS  
NEW CHANCES for BUSINESS SUCCESS

How did I do ALL This? My family is  
RICH so I did it ALL with MONEY!  
ANYHOW, I got

these **5** PICTURE-PACKED  
HE MAN COURSES

Which YOU can NOW get FREE

but don't worry, boy...  
we got a way to get that  
old loot outta you



"I gained  
60 lbs. of  
muscles."

says  
John  
Gristle

HOW TO MOLD A  
**MIGHTY TOE**  
By GEORGE F. ALWETT

I learned  
to run  
faster  
than a  
speeding  
bullet!  
says  
Clark  
Kent

HOW TO MOLD A  
**MIGHTY THUMB**  
By GEORGE F. ALWETT

HOW TO MOLD A  
**MIGHTY ELBOW**  
By GEORGE F. ALWETT

HOW TO MOLD A  
**MIGHTY PINKY**  
By GEORGE F. ALWETT

HOW TO MOLD  
**MIGHTY EYEBALLS**  
By GEORGE F. ALWETT

"AMAZING  
SECRETS"  
course that  
will show you how to win \$100.  
This course entitled  
"ARMSTRONG'S RACING SHEET".



"I'm  
PROUD  
to be  
seen  
with  
Melvin  
NOW!"  
says  
Nellie.  
"Melvin  
can lift a 2700 lb.  
car. He can shoplift  
too. He amazes his  
friends!"



You'll be  
A Real  
ATHLETE  
in ALL  
SPORTS  
Soon  
after  
YOU  
mail  
Coupon.

EVEN IF THAT COUPON  
GETS LOST IN  
THE MAIL.

COME ON, PAL, NOW YOU give me  
**10** PLEASANT MINUTES A DAY  
IN YOUR OWN HOME like Jim did  
and I'll give YOU A NEW HE-MAN BODY  
for your OLD SKELETON FRAME

NO! I don't care how skinny or flab-  
by you are. As long as you've got  
money! I'll make you OVER by the  
SAME method I turned myself from  
a wreck to the strongest of the  
strong. YES. I will reveal to you the  
secret of using the word "SHAZAM!"

Develop YOUR 520 MUSCLES  
Eliminate ALL 13 odor areas.

YES! You'll see INCHES added to  
your ARMS and CHEST Your BACK  
and SHOULDERS broadened. From  
head to heels you'll gain SIZE,  
POWER, SPEED. For you see, we're  
going to ship you a BEE-HIVE Each  
bee-sting guaranteed to swell you an INCH.

"Congratulations,  
John! At last you  
mailed the coupon  
as EVERY MAN  
should. Soon You'll  
be as big and strong  
as I am."  
says Jim Fulflex  
to John Haffley



**LAST CHANCE-ALL FREE COUPON**

1. FIVE COURSES 2. RACING FORM  
3. ENVELOPE 4. STAMP

Tell Me How to  
Get Something  
For Nothing.

ALWETT INSTITUTE OF PHYSICAL TRAINING  
9898 LATISMUS AVENUE, DELTOLD, MUSCLESIPPI

"Alwett Courses  
greatest in  
World for Building  
All Around  
HE-MEN"

—Lord Greytroke  
alias Targan

FREE FREE FREE FREE FREE FREE  
POTRZEBIE BOUNCES

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ PHONE \_\_\_\_\_

STATE \_\_\_\_\_

Mail Coupon in Time for FREE offer and PRIZES!



# COMING ATTRACTIONS!



**PATHOS! TENSION! EXCITEMENT!**  
HERE IS A SCENE FROM ONE OF E.C.'S "NEW DIRECTION" MAGS..

## IMPACT

AND THEN...DOWN DEEP INSIDE YOU... YOU FEEL THE CHILL...THE COLD CHILL...THE CHILL OF DEATH, YOU STARE AT THE PAPER ON YOUR LAP, UNABLE TO RAISE YOUR EYES...AFRAID TO SEE WHAT YOU KNOW IS THERE, BUT, AFTER A FEW TERRORIZED MOMENTS, YOU CAN'T STAND IT! YOU *DO* LOOK UP! AND YOU *SEE* HIM...

HE SITS STIFFLY, READING HIS PAPER, NOT LOOKING AT YOU, NOT NOTICING YOU. BUT *YOU'VE* SEEN *HIM*, CARL! YOU'VE SEEN HIS *FACE*... THE ONE YOU *KNEW* SOMEDAY YOU'D SEE AGAIN...THE FACE YOU'VE BEEN *AFRAID* TO SEE FOR *TEN LONG YEARS*. YOUR MOUTH TWITCHES. YOUR HANDS OPEN AND CLOSE, WET WITH PERSPIRATION...



**The Roman Arena! The French Revolution! Napoleon!**  
HERE IS A SCENE FROM ANOTHER OF E.C.'S "NEW DIRECTION" MAGS...

## VALOR

THE OLD SWINEHERD LOOKED UP WITH HORROR AND AWE AS HIS TREMBLING HANDS WERE STRETCHED ACROSS A BOULDER AND HIS CHAINS WERE SHATTERED WITH THE BLOW OF A BATTLE-AXE...



THE SERF STOOD BREATHLESSLY...UNCOMPREHENDINGLY...WATCHING THE KNIGHT AND HIS RETENUE RIDE OFF INTO THE MIST, AND HE NO LONGER WORE CHAINS...







**INTRIGUE! HEADLINES! THRILLS!**  
FOLLOW KEITH MICHAELS, W.P. SPECIAL CORRESPONDENT, IN E.C.'S "NEW DIRECTION" MAG...

# EXTRA!

AND STILL LATER...OUT AT THE ISLAND REEFS...

WAIT A MINUTE, MICHAELS! I DON'T LIKE THIS SPOT! LET'S TRY THE OTHER END OF THE REEFS! YOU DON'T WANT TO DIVE HERE!

SURE I DO! I'M ALL SET! COME ON! TAKE OFF THAT SHIRT AND LET'S GO!



KEITH DIVES. IN THE BOAT, ANXIOUS, STRAINED FACES WAIT THROUGH THE LONG MINUTES, WATCHING THE AIR BUBBLES BURST ON THE SURFACE OF THE WATER...



**SCREAMING ACTION! BLAZING GUNS! EXPLODING FURY!**  
TAKE TO THE COMBAT SKIES IN E.C.'S "NEW DIRECTION" MAG...

# ACES HIGH

YES, THAT'S HOW IT WAS. EVERY DAY, WE GALLANTLY FOUGHT A GALLANT ENEMY... WITHOUT REALLY HATING HIM! WE COULDN'T EVEN HATE THE JERRIES A COUPLE OF DAYS LATER, WHEN IT HAPPENED. THE C.O., COL. MIKE PEPPER, HAD LED EIGHTEEN OF US OVER JAGSTAFFEL II'S AIRDROME. WE'D DROPPED LOW OVER THE FIELD, BUZZING VON KRUESLING'S H.Q., "THROWING DOWN THE GAUNTLET"...





And now, the most revolutionary idea ever presented in comics!  
Discover the innermost secrets of people searching for peace  
of mind in E.C.'s "New Direction" mag...

# PSYCHOANALYSIS



THE SUBJECT'S PARENTS PASSED OUT THROUGH THE WAITING ROOM. THE DOCTOR SHOOK HIS HEAD...

THERE'S 90% OF THE TROUBLE... A BAD MARRIAGE... INCESSANT QUARRELS OVER REARING THE CHILD... THE FATHER PULLING ONE WAY... THE MOTHER, THE OTHER. NO WONDER THE BOY'S IN A STATE OF REBELLION AGAINST BOTH OF THEM!

THE DOCTOR BECKONED TO THE SUBJECT. THE BOY HESITATED, THEN ENTERED THE OFFICE...

HOW HE STARES AT ME! SUSPICIOUS... FRIGHTENED... MISERABLE. HE THINKS I WANT SOMETHING OF HIM, TOO!

LISTEN TO ME, FREDDY... CAREFULLY. YOU'VE FAILED YOUR STUDIES... YOU PLAY HOOKY FROM SCHOOL... YOU'VE DROPPED SPORTS... YOU WON'T PLAY THE PIANO OR PAINT... YOU SCARCELY GO OUT! WHEN YOU DO, YOU STEAL THINGS! WHY?

I... I DON'T KNOW!

AS MANY OF YOU KNOW, WE AT E.C. HAVE BEEN HARD AT WORK PREPARING A COMPLETELY NEW LINE OF MAGAZINES TO REPLACE THE ONES WE'VE DROPPED! AFTER MUCH HEAD-SCRATCHING, NAIL-BITING, AND BRAIN-RACKING... FOLLOWED BY PLENTY OF PENCILING, INKING, AND EDITING... WE ARE AT LAST READY TO UNVEIL OUR "**NEW DIRECTION**" MAGAZINES! TO AROUSE YOUR CURIOSITY, WE'VE PRESENTED THIS UNVEILING IN THE FORM OF COMING ATTRACTIONS! NOW YOU'VE SEEN THEM!

**LOOK FOR THEM ON YOUR NEWSSTANDS!**

IF YOU'D LIKE TO SUBSCRIBE TO ANY AND/OR ALL OF THESE "NEW DIRECTION" MAGS, FILL OUT THE COUPON BELOW, ENCLOSE \$1.00 FOR EACH SUBSCRIPTION, AND MAIL TO...

ENTERTAINING COMICS  
ROOM 706  
225 LAFAYETTE STREET  
N.Y.C. 12, N.Y.

PLEASE SEND ME 8 ISSUES OF THE  
MAGAZINE(S) I HAVE CHECKED. I ENCLOSE  
ONE DOLLAR (\$1.00) FOR EACH SUBSCRIPTION.

☐ IMPACT

☐ ACES HIGH

☐ VALOR

☐ PSYCHOANALYSIS

☐ EXTRA!

☐ MAD

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE  
NO. \_\_\_\_\_

STATE \_\_\_\_\_

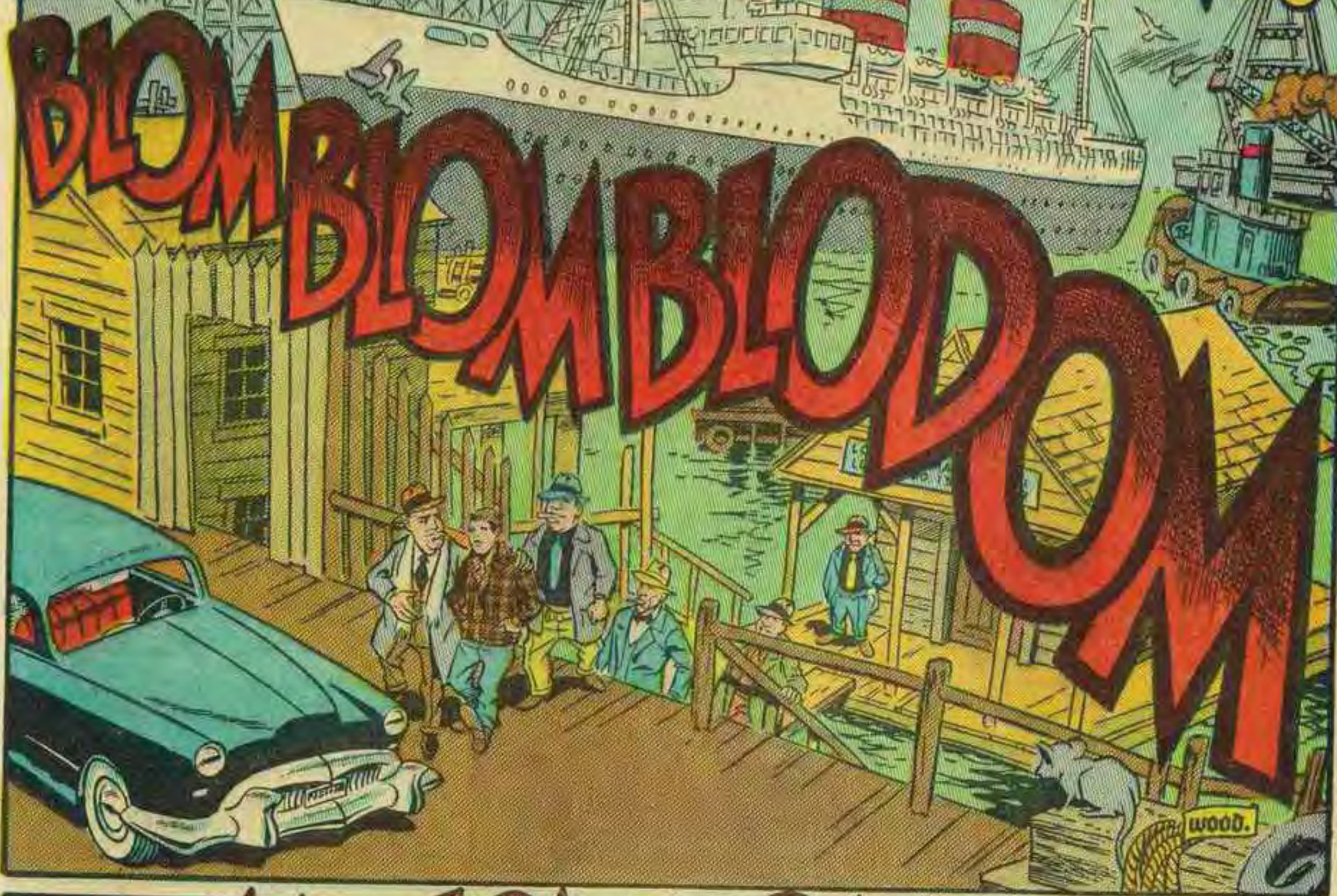
☐ PANIC

☐ PIRACY



MOVIE DEPT.: PLEASE EXCUSE THE HANDWRITING! ...WE JUST SAW A PICTURE THAT MADE US SLIGHTLY NERVOUS!..SUCH ACTION!..SUCH VIOLENCE! PEOPLE GETTING KILLED!..PEOPLE GETTING BEAT UP!..BLOOD ALL OVER EVERYTHING!..EVEN THE MUSIC ..INSTEAD OF MUSIC... DRUMS... THAT KNOCK YOU OUT OF YOUR SEAT! LIKE FOR INSTANCE, HERE'S HOW IT STARTS IN.

# UNDER THE WATERFRONT!



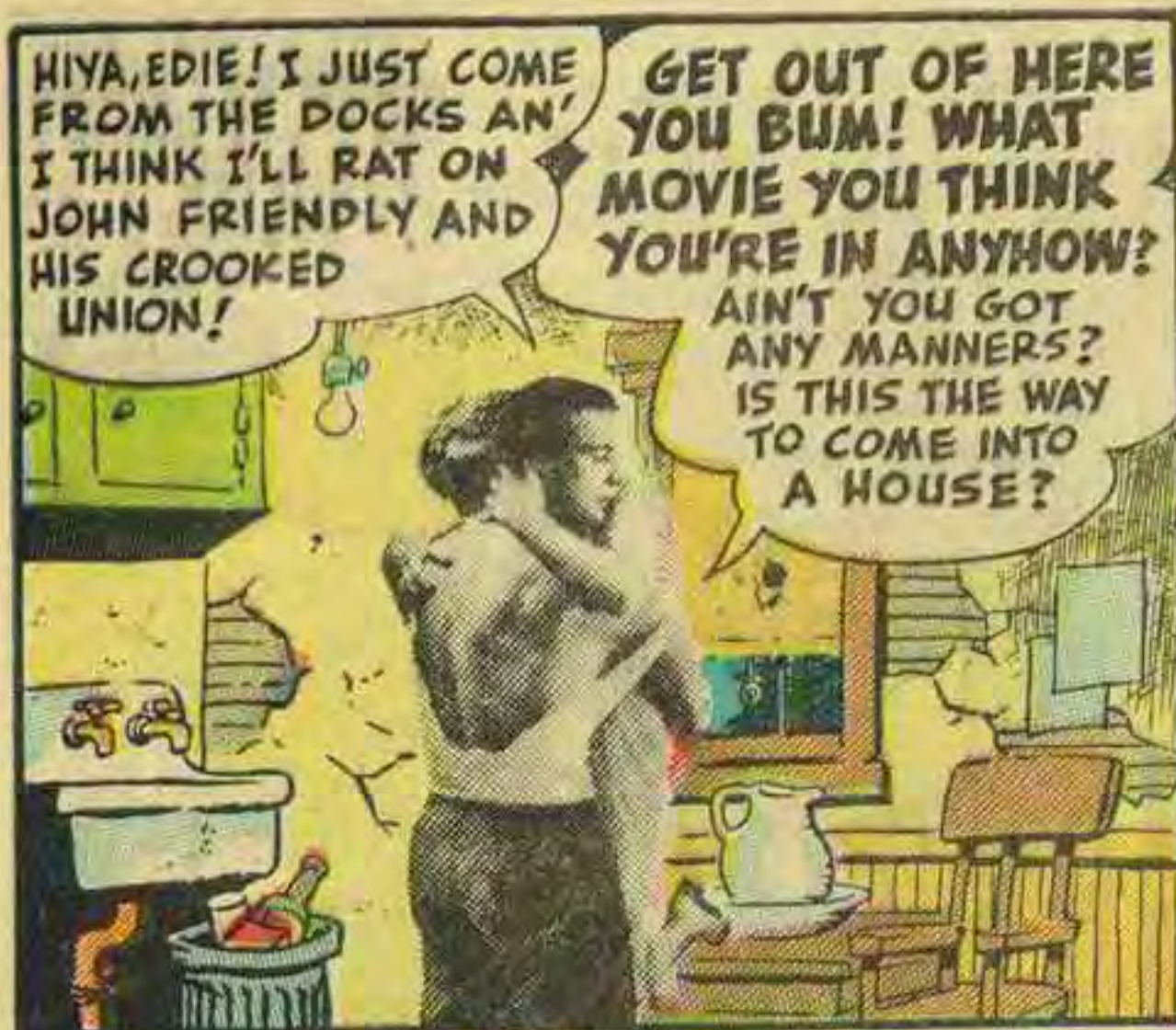












HIYA, EDIE! I JUST CAME FROM THE DOCKS AN' I THINK I'LL RAT ON JOHN FRIENDLY AND HIS CROOKED UNION!

GET OUT OF HERE YOU BUM! WHAT MOVIE YOU THINK YOU'RE IN ANYHOW? AIN'T YOU GOT ANY MANNERS? IS THIS THE WAY TO COME INTO A HOUSE?



WASSAMATTA? I OPENED THE DOOR WITHOUT KNOCKIN'? I OPENED THE DOOR AT THE WRONG TIME?

IT'S NOT WHEN YOU OPENED THE DOOR... IT'S HOW YOU OPENED THE DOOR! JUST 'CAUSE IT'S A VIOLENT MOVIE YOU HADDA OPEN IT HINGES AND EVERYTHING?

HEY TERRY!



HEY TERRY!

IT'S JOHN FRIENDLY! WELL, I'M GETTIN' SICK AN' TIRED OF SEEIN' HIM PUSH BOYS OFF THE ROOF!

COME BACK!

TERRY! CAN'T YOU REALIZE THEY'RE GOING TO KILL YOU?

LISTEN TO THE BACKGROUND MUSIC!

SEE TERRY... THEY'RE IN THAT TRUCK! THEY'RE GOING TO RUN US DOWN!

THEY CAN'T DO THAT! THIS IS A ONE-WAY STREET!



QUICK! INTO THIS OPEN DOORWAY!

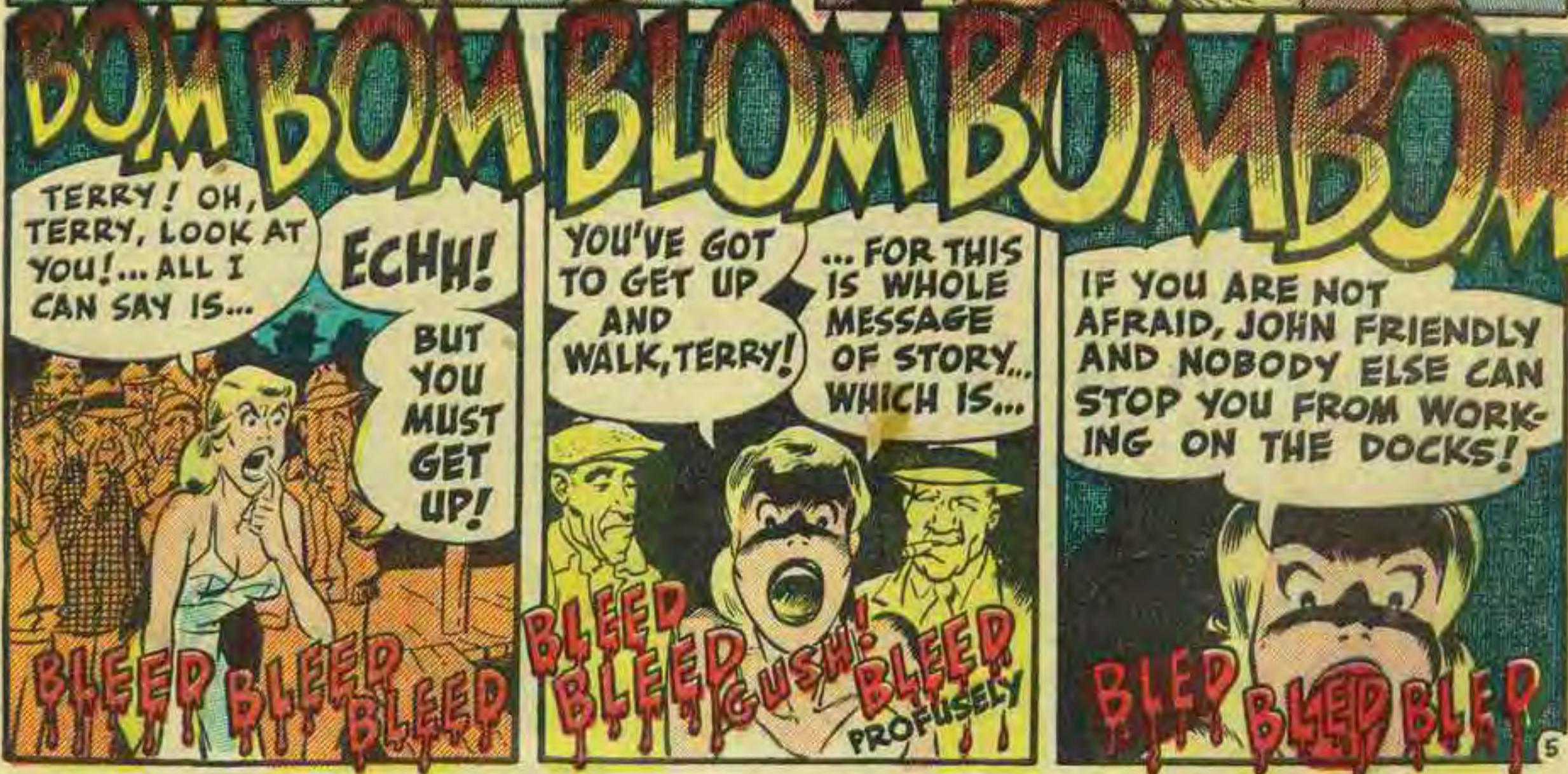
SPLAT!



AHA! THEIR STRATEGY WAS NOT TO THROW ME UNDER THE TRUCK, BUT TO THROW ME INTO THIS DOORWAY!

FOR YOU SEE... THIS IS MERELY A PAINTING OF A DOORWAY!











Finally, as this, our current session draws to a close, we look at our calendar and calculate that at this moment, you, our reader, are somewhere in the waning days of December . . . the twilight of the year.

And so we momentarily swivel our swivel-chairs about putting the lampoonery, the buffoonery out of sight and out of mind, and we take up the pleasanter spirit of purely good cheer.

To each and every one of you good readers, we would like to send to you our greetings of the season. To each and every one of you, may you have the Very-est, Merriest Christmas . . . and/or (depending when you read this, be that as it might), may you have the Happiest, Carefree-est New Year that you have ever experienced and may you have many many more of the same for the rest of your natural-born days.

*—the Editors and Staff*



# You, Too, Can Be Tough!

## GREATEST SELF-DEFENSE OFFER EVER MADE!

### LIGHTNING JU-JITSU

Master Ju-Jitsu and you'll be able to overcome any attack—win any fight! This is what this book promises you! *Lightning Ju-Jitsu* will equip you with a powerful defense and counter-attack against any bully, attacker or enemy. It is equally effective and easy to use by any woman or man, boy or girl—and you don't need big muscles or weight to apply. Technique and the know-how does the trick. This book gives you all the secrets, grips, blows, pressures, jabs, tactics, etc. which are so deadly effective in quickly "putting an attacker out of business." Such as: Hitting Where It Hurts—Edge of the Hand Blow—Knuckle Jab—Shoulder Pinch—Teeth Rattler—Boxing the Ears—Elbow Jab—Knee Jab—Coat Grip—Bouncer Grip—Thumbscrew—Strangle Hold—Hip Throw—Shoulder Throw—Chin Throw—Knee Throw—*Breaking* a Wristlock, or Body Grip, or Strangle Hold—*Overcoming* a Hold-up, or Gun Attack, or Knife Attack, or Club Assault, etc. etc.—Just follow the illustrations and easy directions, practice the grips, holds and movements—and you'll fear no man.



# FREE

### How to Perform STRONG MAN STUNTS

With every order we will send you ABSOLUTELY FREE this exciting book! It shows you the *secret way* in which YOU will be able to: tear a telephone book in half—hammer a nail into a board with your bare fist—rip a full deck of cards into two parts—crush and shatter a rock with a blow of your hand—and many other stupendous strong man stunts! All this will be easy for you using the confidential, hidden way shown in this amazing book! Don't miss this amazing combined offer—on our FIVE DAY TRIAL! If not delighted with your results, your money back at once.



only  
**\$1.00**

HOW TO  
PERFORM  
STRONG  
MAN  
STUNTS



included  
**FREE!**

## FREE 5 DAY TRIAL

B-J Co. Dept. EC-9

400 MADISON AVE., NEW YORK, N. Y.

Please send LIGHTNING JU-JITSU, plus FREE copy of HOW TO PERFORM STRONG MAN STUNTS. If not satisfied I may return both books in 5 days and get my money back.

I enclose \$1—Send Postpaid (Sorry, No C.O.D.'s)

Name.....

Address.....

City..... Zone..... State.....



# Get the good things in life, learn high-paying TELEVISION-Radio-Electronics

**"I WAS GETTING NOWHERE FAST... 'til one day I dropped in on my friend Tom..."**

## Shop-Method Home Training Equips You to SUCCEED!



**SHORTAGE OF TECHNICIANS** as Radio-TV industry booms! With the *right training* you too can earn top pay, or succeed in your own business. Find out immediately!



**EARN AS YOU LEARN**, make part-time money the National Schools way! Are you draft age? Our approved training will prepare you for higher ratings and better pay



**WE SHOW YOU HOW** to build Receivers, Signal Generator, Audio Oscillator, and other equipment, with parts we send you! They're yours to keep, part of your course!



**SEND COUPON BELOW** for famous illustrated Free Book and Free Lesson. Absolutely no obligation. We simply give you the facts — you make your own decision!

**National Schools**  
trains you  
*at home in your spare time* for this fascinating, profitable field!



**YOU NEED SHOP-TESTED TRAINING!**

National Schools — a world-famous technical trade school for almost 50 years — brings you practical, all-inclusive Home Training, for success in Television-Radio-Electronics. We give you job placement assistance, too! But don't delay — send coupon at once!

## NATIONAL SCHOOLS

Technical Trade Training  
Since 1905

LOS ANGELES 37, CALIFORNIA

IN CANADA: 811 W. Hastings St.  
Vancouver, B. C.

- Approved for G.I. Training
- Both Home Study & Resident courses offered
- Auto Mechanics & Diesel Training also offered

**MAIL NOW TO OFFICE NEAREST YOU!**

(mail in envelope or paste on postal card)

**NATIONAL SCHOOLS, Dept. R 1 P-104**

4000 S. Figueroa St., Los Angeles 37, Calif. or 323 W. Polk St., Chicago 7, Ill.  
Please rush **FREE BOOK**, "My Future in Radio-Television-Electronics," and **FREE LESSON**. I understand there is no obligation.

NAME \_\_\_\_\_ BIRTHDAY \_\_\_\_\_ 19\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

☐ Check if interested **ONLY** in Resident Training at Los Angeles  
VETERANS: Give date of discharge \_\_\_\_\_

**YOUR FUTURE  
IN RADIO  
TELEVISION**

**RADIO-TELEVISION  
SAMPLE LESSON**

GET valuable **ILLUSTRATED BOOK** free!  
**"Your Future in Radio-TV-Electronics"**



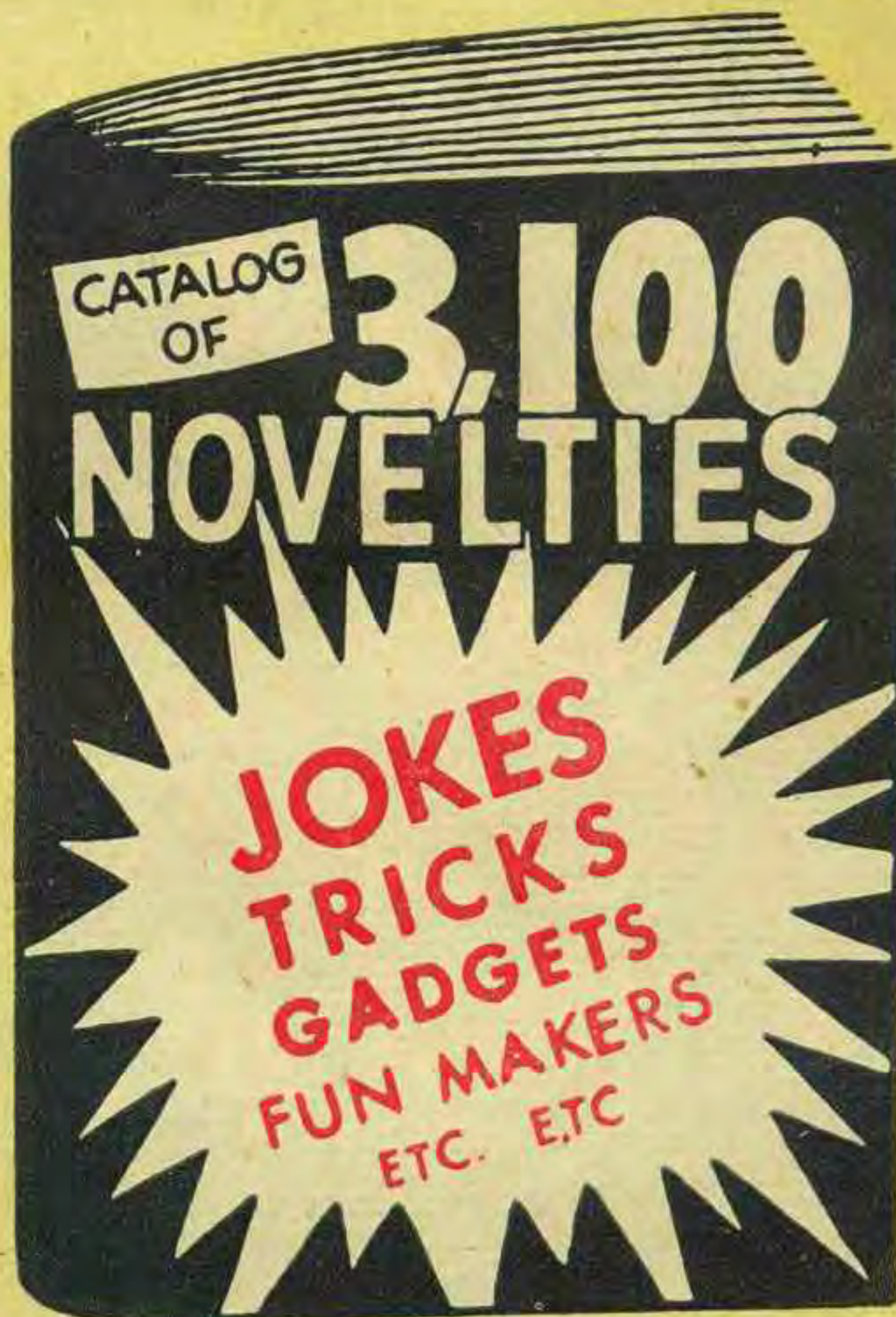
# NEW CATALOG of 3100 Novelties 10c

World's Greatest Collection of Novelties to Thrill & Amuse You

Send 10c today for this amazing new catalog of 3100 novelties, gadgets, tricks, jokers, funmakers, hobbies—and thousands of things you never knew existed & never knew where to get! Hundreds of useful items, too, including office and household time-savers, educational hobbies, jewelry, optical and sports goods, etc.

## Some of the Things in This Catalog!

Accordions	Field Glasses	Personal
Adders	Fireworks	Magnetism
Airplane Models	Fishing Items	Pets, Supplies
Air Rifles, Pistols	Flowers, Seeds	Philatelic Sup.
Albums	Flying	Phones
Alligators	Football	Photograph
Altars	Forecasters	Photography
Animals, Live	Formulas	Pins, Jewelry
Archery	Fortune Tellers	Pipes
Artist Supplies	Fun Makers	Pistols, Guns
Ash Trays	Gadgets	Plants, Seeds
Astrology	Gambling Items	Plating Equip.
Astronomy	Games, Supplies	Poker Items
Atomic Science	Garden Items	Printing Items
Auto Items	Geiger Counter	Projectors
Awards	Girls, Pretty	Purses
Axles	Glasses	Puzzles
Badges	Golf Items	Racers, Auto
Balloons	Guitars	Rackets
Banks	Quips, Supplies	Radio Items
Bar Novelties	Gymnastic Items	Razors, Etc.
Barometers	Handicraft Items	Recipes
Baseball Items	Hardware	Religious Goods
Basketball Items	Harmonicas	Rifles, Guns
Bead Looms	Head, Shrunken	Rings, Jewelry
Beards	Hobbies	Rulers & Rules
Beer Novelties	Home Exper.	Scientific App.
Belts	Home Repair	Seeds, Plants
Betting	Houses, Model	Sewing Items
Bibles	Hunting	Sharpeners
Bicycle Supplies	Hypnotism	Shaving Goods
Billboards	Imported Goods	Ship Models
Binoculars	Indian Novelties	Shockers
Blankets	Indoor Games	Signs, Supplies
Boats	Ink Novelties	Skeletons
Bodies, Shrunken	Insect Killers	Skirts, Hula
Books	Itching Powder	Skull Novelties
Boxing	Jewelry	Slide Rules
Bracelets	Joke Novelties	Smokers' Items
Bug Killers	Ju Jitsu	Snake Novelties
Bugles	Key Chains	Sneezing Items
Buyers' Guide	Kits, Hobby	Soap Novelties
Calculators	Keys, Master	Spiritualism
Calla, Animal	Knives	Sporting Goods
Cameras	Labels	Stag Novelties
Campers' Items	Lamps	Stamp Col. Items
Caps, Guns	Lenses	Stationery Sup.
Card Tricks	Letters, Sweater	Sure-Winners
Cartoonist Items	Lighters	Surprise Package
Cash Boxes	Live Animals	Sweater Emblems
Chameleons, Live	Locks	Swim Items
Charms	Looms	Tattooing
Chemistry Items	Lovers' Items	Taxidermy
Chees	Lucky Novelties	Team Supplies
Chimes	Luminous Items	Telegraph Sets
Cigar & Cigaret	Magic	Telephones
Novelties	Magnetic Items	Telescopes
Clocks, Watches	Magazines	Television Items
Clairvoyance	Magnifiers	Thermometers
Code Maker	Make Up Goods	Throwing Knives
Coin Items	Maps	Tie Novelties
Compasses	Masses	Time Savers
Contest Winning	Massagers	Tools
Cosmetics	Medals	Toys
Cowboy Items	Microphones	Trapping
Crucifixes	Microscopes	Treasure Finders
Crystal Gazing	Mineralogy	Tricks
Crystal Radios	Mirrors	Trophies
Cuckoo Clocks	Model Supplies	Turtles
Dancing	Money Savers	Typewriters
Dice Items	Money Makers	Vaults & Banks
Disguises	Motors	Vendors
Dog Novelties	Movies	Ventriloquism
Drawing Items	Muscle Builders	Wallets
Electric Eye	Musical Items	Watches
Electrical Goods	Numerology	Water Novelties
Electro-Platers	Occult	Weird Articles
Emblems	Office Supplies	Western Goods
Engines	Openers	Whips
Engraving Tools	Optical Goods	Whistles
Enlargers	Oriental Imports	Wigs
Exercisers	Paints, Supplies	Wrestling Items
Exploding Items	Party Novelties	
Fencing Items	Pennants	
	Pens, Pencils	& Many Others



SEND

COUPON

and 10c

TODAY!

—Rush Coupon. Print Name & Address—

JOHNSON SMITH & COMPANY

Dept. 888, Detroit 7, Michigan

Please Send Me: \_\_\_\_\_ Catalogs—10c Each

Send  
To

## "MOST UNUSUAL CATALOG IN THE WORLD"

Colliers, Coronet, New Yorker, Tide & other magazines wrote about this interesting catalog. More fun than carnival, circus, world's fair & science exhibit all in one. SEND 10c WITH YOUR NAME & ADDRESS for YOUR COPY to:

Johnson Smith & Co., Dept. 888, Detroit 7, Mich.



# Amazing Offer for OUR Readers!

## 9X AREA MAGNIFICATION!



**Genuine  
COATED LENSES**

This is what  
you see with  
the naked eye



This is what  
you see with  
the POWERHOUSE

**FREE  
OF  
EXTRA  
COST**

### FINE LEATHER CASE

This magnificent case is truly an achievement of the leather-crafter's art. Made entirely of Supple-Soft genuine leather. Beautifully finished in a golden tan with harmonizing stitching and snap closure. Protects your POWERHOUSE binoculars against rain, dust, grime. Yours **ABSOLUTELY FREE** of extra cost with your order for the new POWERHOUSE Binoculars with coated lenses!

**SAVE \$7.00**

**DIRECT FROM  
IMPORTER  
TO YOU**

**4.98**  
WITH  
LEATHER  
CASE  
F.T.I.

## SEE UP TO TWENTY MILES AWAY!

Lifetime bargain for readers of **THIS AD.** **THORESEN**—world's greatest importer of German binoculars—brings you famous, nationally advertised **POWERHOUSE** Binoculars at an unbelievably low price! **NOT** another crude Jap model! **NOT** a toy! **NOT** 4.98, but **9X AREA MAGNIFICATION!** It's the pride and joy of every red blooded sports enthusiast! Thoresen and only Thoresen brings it direct to you for a mere 4.98.

### TRIUMPH OF GERMAN OPTICAL INDUSTRY

The **POWERHOUSE** is made in Western Germany—world's outstanding producers of quality optics—the finest Cameras, Telescopes, Microscopes and Binoculars. German know-how and superb workmanship are reflected in the many features of the famous **POWERHOUSE**. Here are a few: 1. Great Structural Strength without tiring weight. Only 9½ ounces in all! 2. Aluminum centre-post focusing gives you over 25 steady positions for sharp viewing. 3. Easy adjustment for close-apart or far-apart eyes. 4. Crisp, modern design gives you easy, firm grip. 5. New streamlined model as illustrated in reduced size above. 6. Jumbo center wheel gives effortless focusing. 7. High luminosity gives you viewing even in moonlight.

### Coated, Precision-Ground Lenses for Superb Viewing

The powerful lenses are the crowning achievement of the 99 year old firm. Far different,

indeed, from the moulded plastic kind stamped out by the million. The objective lenses are ground and polished to high tolerances, then skillfully **COATED!** This takes much longer, costs 20 to 30 times more! But it's worth it! You get **CRYSTAL-CLEAR** viewing. Your eyes don't suffer the strain of excessive distortion and ghost images so common in cheap binoculars. Were you to spend \$25.00, we could not give you better quality lenses!

### Magic of American Dollar Makes This Value Possible

In less than 18 months **THORESEN** has sold close to 500,000 binoculars—making it the greatest importer of German binoculars in the world! This immense volume, plus the magic of the American dollar, enables us to buy at far less—sell for less! Get your **POWERHOUSE** now at our low introductory price of 4.98, tax paid, including handsome leather case.

### SEEING IS BELIEVING! Try Powerhouse at OUR risk!

One look thru the **POWERHOUSE** will convince you of its superb quality. That's why we want to send one to you on **FREE TRIAL** for 5 days. Use it on hunting or fishing trips. Use it at races—on trips—for bird watching. Always have a ringside seat at boxing matches! Then—if you don't think this is the **GREATEST** binocular value of the last 10 years.

### LIMITED OFFER! Order at once

Only about 100,000 **POWERHOUSES** can be produced this year, due to the high manu-

facturing standards. To be fair to all, we are forced to place a limit of **ONE** binocular per reader. Send coupon today to ensure yours!

### THORESEN'S

352 Fourth Avenue, Dept. 38-N-6 New York 10, N. Y. **CANADIANS:** Order direct from our Montreal plant: **THORESEN CO.**, 45 St. James St., West, Dept. 38-N-6 Montreal 1, Que. Same price and guarantee. (No extra for Tariff.)

**THORESEN'S, Dept. 38-N-6**  
352 Fourth Avenue, New York 10, N. Y.

**RUSH 1 POWERHOUSE** with leather case for 4.98, on 5 Day **FREE Trial**—Money Back guarantee.

- ☐ 4.98 enclosed. Send all charges prepaid.  
☐ Send C. O. D. plus postal charges

Name .....

Address .....

Town ..... State .....

**CANADIANS:** Save Tariff. Send orders to **THORESEN CO.**, 45 St. James St., West, Dept. 38-N-6, Montreal 1, Que.





RADIO



ROY ROGERS  
FLASH CAMERA



ROY ROGERS  
BINOCULARS



GABBY HAYES  
FISHING KIT



RADIUM DIAL  
POCKET WATCH



GIRLS' SHOULDER-  
STRAP BAG



SPORTS  
EQUIPMENT



ROLLER  
SKATES



JET ENGINE  
PLANE FLIES  
500 FEET

WALKING  
DOLL



HUNTING  
KNIFE  
AND AX



TWO-  
GUN  
HOLSTER SET



TABLE TENNIS SET



VANITY SET



PRESSURE  
COOKER



RED RYDER CARBINE



WOODBURNING SET



CHEMISTRY SET



TYPEWRITER



WHITE ZIPPER  
BIBLE



UKELELE  
WITH ARTHUR  
GODFREY PLAYER



RADIO RECEIVING  
SET FOR SCOUTS



SEWING MACHINE

# MEN-WOMEN-BOYS-GIRLS

## PRIZES GIVEN MAKE MONEY TOO!

We will send you the wonderful prizes pictured on this page . . . or dozens of others, such as jewelry, radium dial wrist watches, tableware, tools, U-Make-It kits, leather kits, sewing kits, electric clocks, pressure cookers, scout equipment, model airplanes, movie machines, record players, and many others . . . all WITHOUT ONE PENNY OF COST. You don't risk or invest a cent—we send you everything you need ON TRUST. Here's how easy it is: Merely show your friends and neighbors inspiring, beautiful Religious Wall Motto plaques. Many buy six or even more to hang in every room. An amazing value, only 35c . . . sell on sight. You can secure big, cash commissions or many exciting prizes for selling just one set of 24 Mottos. Write today for Big Prize catalog sent to you FREE!

**SEND NO MONEY—We Trust You!**



ELECTRONIC  
TWO-WAY  
WALKIE-TALKIE



ROY  
ROGERS  
OR DALE  
EVANS  
LAMP



TEXAN JR.  
GUITAR



WRIST WATCHES  
FOR BOYS  
AND GIRLS



ARCHERY SET

### HERE'S HOW YOU GET YOUR PRIZES

Rush your name and address on coupon and we will ship AT ONCE PREPAID your first set of 24 richly decorated Mottos ON TRUST. When you have sold the 24 Mottos, send the \$8.40 you have collected and you can secure your choice of many wonderful prizes. If you prefer to EARN MONEY, send \$6.00 and keep \$2.40. Hurry, send TODAY for 24 Mottos ON TRUST and big PRIZE CATALOG FREE!

## FREE! MEMBERSHIP in the FUNman's Fun Club

EXTRA! Sell mottos and send payment within 15 days, and we'll give you FREE a year's Membership in the FUNman's Fun Club. Membership card, certificate, secret code, giant packet of fun materials all yours—PLUS many extra surprises!

The FUNman, Dept. L-161  
4545 N. Clark St., Chicago 40, Ill. **FREE BIG PRIZE CATALOG**

Please rush to me on credit 24 Religious Wall Mottos, to sell at 35c each. Also include big Prize Catalog FREE. I will remit amount required as explained under description of prize in BIG PRIZE CATALOG within 30 days and select the prize I want or keep a cash commission as explained.

NAME.....AGE.....

STREET or RFD.....

TOWN.....Zone.....STATE.....

**SEND NO MONEY... We Trust You!**